

# 2024 SYLLABUS YEARBOOK

## NORTHWESTERN UNIVERSITY

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Published by Students Publishing Company • 1999 Campus Drive, Evanston, IL 60208 (847) 491-7206 • [syllabus@northwestern.edu](mailto:syllabus@northwestern.edu)

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Fall 2023

Dear Northwestern Parent:

We know how proud you are that student will soon graduate from Northwestern University. To help honor your graduate and commemorate their journey, we are inviting you to place a **Senior Ad** that will be printed in the *2024 Syllabus*, the official Northwestern undergraduate yearbook.

To get you started, we've included some sample ads on the back of this letter. Whether you write a few words or a longer note, all kinds of messages are welcome and can be submitted by anyone—parents, friends, or other relatives. You may include a picture from your student's younger days, one from last year, or none at all. **We will design the ad and send you a proof.**

All ads will be printed **IN COLOR** and the student's first and last name will appear at the top. Your message will be printed **EXACTLY** as submitted—so please print clearly or type your text to ensure correct spelling.

Digital high-resolution images, ad text, and contract forms (scanned) may be sent electronically to **[syllabus@northwestern.edu](mailto:syllabus@northwestern.edu)** and payment can be made online at **[nusyllabus.com/senior-ads](https://nusyllabus.com/senior-ads)**.

Forms, printed copies of ad content may also be mailed with payment (check payable to Students Publishing Co.):

**Students Publishing Company, 1999 Campus Drive, Evanston, IL 60208**

**DON'T DELAY: THE DEADLINE IS WEDNESDAY, NOVEMBER 22, 2023.**

The yearbook staff looks forward to including your Senior Ad in the *2024 Syllabus*. For more information, visit **[www.nusyllabus.com](https://www.nusyllabus.com)**, call **847-491-7206**, or email us at **[syllabus@northwestern.edu](mailto:syllabus@northwestern.edu)**.

Also, be sure to follow us on Facebook and Instagram for updates, upcoming events, and pictures of our beautiful campus!

Enjoy your student's last year at Northwestern!

**Helen Zhu**

Editor, 2024 Syllabus

P.S. Buying a Senior Ad **DOES NOT** mean that you have purchased a 2024 yearbook, so consider ordering your copy now! Complete the Order Form and include it with your Senior Ad Contract. For your convenience, you may write one check to cover the cost of your Senior Ad **and** the 2024 yearbook.

# Thomas Smith



**Then...**

Our pride and joy, you became an excellent student, showing remarkable creativity.



**Now...**

Always a start, and a character, whichever side of the camera you were on.



**Soon...**

And now you are a serious talent!  
**Congratulations – The Class of 2024!**

## AD COSTS

**1/2 page \$195**

**1/4 page \$130**

**1/8 page \$95**

**NOTE: Ads will be printed in full color.**

## SAMPLE ADS

These represent a few ideas and sizes for your Senior Ad. Your ad will appear slightly larger in the yearbook, but in the correct proportion. Please keep in mind the size of your ad when sending in pictures and text. We would be happy to scan a picture, or you may send one via email to [syllabus@northwestern.edu](mailto:syllabus@northwestern.edu)

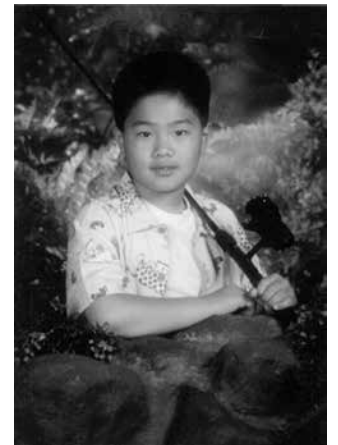
## John Smith

CONGRATULATIONS on your graduation from NU!  
God bless you—my son!

Love you very much!  
Mom, Dad, sister and brother

## Megan Smith

You rock!!  
The world is yours.  
Love mamá, papá  
y Stav



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**STUDENT'S FIRST AND LAST NAME** \_\_\_\_\_

*(as you would like it to appear at top of ad)*

Please print all information clearly.

Parent / Purchaser's Name \_\_\_\_\_

**DAYTIME PHONE** \_\_\_\_\_

Address (Street, City, State, Zip) \_\_\_\_\_

**CHECK ONE:**  I am sending \_\_\_\_\_ images and text by email  
(number)

OR  I am mailing \_\_\_\_\_ photos to be scanned.  
(number)

Please return these pictures to me.  
 I am including a SASE\*

Email Address *(required if submitting text or images via email)* \_\_\_\_\_

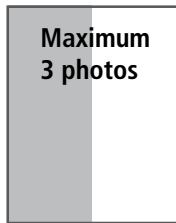
**CHOOSE AN AD SIZE AND CHECK THE BOX BELOW:**



Maximum  
5 photos

**FULL PAGE**  
**\$350**

8 3/8" x 11"  
(8.375 x 11")



Maximum  
3 photos

**1/2 Page (V)**  
**\$195**

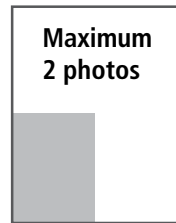
4 x 11"  
(4 x 11")



Maximum  
3 photos

**1/2 Page (H)**  
**\$195**

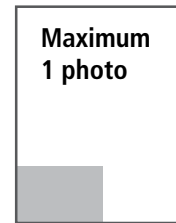
8 3/8" x 5 3/8"  
(8.375 x 5.333")



Maximum  
2 photos

**1/4 Page**  
**\$130**

4 x 5 3/8"  
(4 x 5.333")



Maximum  
1 photo

**1/8 Page**  
**\$95**

4 x 2 1/2" (4 x 2.5")

**PRINT YOUR MESSAGE in the space below – or attach a printout.**  
 The student's first and last name will appear at the top of each ad.  
 PLEASE keep in mind the size of the ad when sending photos and  
 wording. A full page is about the size of this sheet. All ads and photos  
 will be printed in full color. **We will email you a proof.**

If you have HIGH QUALITY digital images, you may email them  
 to [syllabus@northwestern.edu](mailto:syllabus@northwestern.edu). (This is better than mailing a  
 printout of a digital image.) Text for the ad may also be sent by  
 email, but we **MUST RECEIVE PAYMENT** with this form to process  
 the ad. **DON'T DELAY – Deadline is November 22, 2023**

**Message:** \_\_\_\_\_

If you need more space for the message please attach a typewritten sheet, word file or include the text with the photo submission email.  
 \*To have scanned photos returned, please write the student's name on the back of each and include a Self-Addressed, Stamped Envelope.

Scan this completed form and email to [syllabus@northwestern.edu](mailto:syllabus@northwestern.edu) &  
 pay online at [nusyllabus.com/senior-ads](http://nusyllabus.com/senior-ads)

Or mail the form with a check made payable to **Students Publishing Company** at:  
**Students Publishing Co., 1999 Campus Drive, Norris - 3rd Floor, Evanston, IL 60208**

QUESTIONS? Call (847) 491-7206 or e-mail [syllabus@northwestern.edu](mailto:syllabus@northwestern.edu)

FOR OFFICE USE ONLY

Amount Paid: ..... Check No: .....

Date Paid: ..... Initials: .....

No. of Photos Sent: ..... Return: Y N

Scanned: \_\_\_\_ Email: .....