

**Lyndon B. Johnson Stetson
7309 Lazy Creek Dr.
Austin, TX 78724**

Dear Potential Sponsor,

Thank you for taking the time to consider the great possibilities associated with advertising in the 2008-2009 *Stetson* Yearbook at LBJ/LASA High School.

The *Stetson* is a popular medium for many students to explore journalism in a serious environment. Our commitment to pursuing journalistic excellence is shown by our numerous awards, medals and recognitions: including the National Scholastic Press (NSPA) and Columbia Scholastic Press Association (CSPA) Silver Crown. We are a competitive yearbook and will continue to be recognized for our effort and the many hours spent in the pursuit of excellence.

The LBJ/LASA *Stetson's* population is composed of 2,000 plus students, alongside its faculty, staff, parents and community. Our student population is composed of students from all around the Austin area. The *Stetson* staff maintains its own managing, editing and content writing. Our publisher is Taylor, one of the largest yearbook companies in the nation.

We accommodate advertisements for most sizes and provide an able and experienced staff, ready to create or work with you to design your business advertisement. We have the most affordable business ad prices in Central Texas, ranging from \$75 to \$275 depending on the size of your choice. Our yearbook and advertisements are featured in full color.

The *Stetson* staff is passionate about insuring that our yearbook is an exemplary illustration of reporting practices, and we will like to emphasize the importance of familiarizing our readers- and staff with their first amendment rights.

The quality of work achieved by our students, coupled with the creative features of our yearbook, will guarantee that your business has an effective and reliable mode of advertising.

Please feel free to contact any of the *Stetson* business editors (information can be found below). We hope that you take the time to consider our offer. Attached is a list of business ad prices, and the size of the pages we have to offer.

Thank you for your time,

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