



Sherri Hale
 Northern Division USSA Manager
www.northernussa.org
nodivmanager@centurytel.net
 (406) 871.7429 Work Cell
 (406) 545.2289 Fax

January 23, 2012

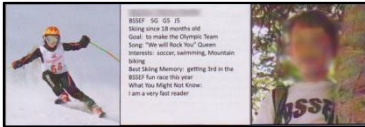
Dear Youth Ski League Parents,

The YSL Program received rave reviews last year, so we are producing one for this year. This letter includes athlete info submission instructions, advertising instructions, and deadlines.

Once again Ideal Photography is assisting us in producing the program. Their contact information, should you have any questions for them, is (406)570-7100 and paul@idealphotography.biz. Please include "YSL Program" in your e-mail correspondence.



Submitting athlete photo and information: Each athlete gets a section of the page that looks like the image to the left and is approximately 2x7 inches. The action photo will be supplied, and you are asked to submit a head and shoulders portrait of your YSL athlete as well as the "about me" information. Please follow the instructions below to submit your information.



1. **Send e-mails to:** paul@idealphotography.biz
2. **Subject line of e-mail:** must include the words "YSL Program."
3. **Contact Information:** include the parent's name, phone, and e-mail in body of your e-mail.
4. **Photo:** attach a portrait of your child in jpeg format
5. **About Me Information:**
 - a. Name and nickname
 - b. Ski Racing Club (e.g. BSF, MSSEF, etc.)
 - c. Age or grade
 - d. goal for this ski season
 - e. Inspiration
 - f. Interests
 - g. Best skiing memory
 - h. What you might not know about me.
6. **Release Information:** The following release wording must be included in the body of the e-mail with your name added at the end: *"I attest, under penalty of perjury, that I am the parent and/or legal guardian of the child(or children) indicated in this e-mail, and by submitting this information expressly grant permission for the image and information about my child (or children) to be included in the 2012 YSL Program; that the image has the appropriate copyright release to be used in the program; and in addition, I permit USSA Northern Division and Ideal Photography, Inc. to edit the text to fit the page and select an action photo of my child for inclusion alongside the submitted information. Signed _____."*

Team and Coaches Information: Coaches and program directors may submit a team photo, a group portrait of the coaches, or individual coach's portraits. Please include names with any photos,

and adapt the above-mentioned release wording to these images and include it in your e-mail.
Thanks.

Advertising Information: Parents and businesses are encouraged to advertise in the program. A sample page with advertising is shown on the right. Submit the finished ad to paul@idealphotography.biz and include "YSL Program Ad" in the subject line and include your name, phone number, and e-mail in the body of the e-mail. We'll call you for payment.

Ad prices are:

- **Full Page** (8.5x11): \$300
- **Half Page** (5.5x8.5): \$180
- **Quarter Page** (5.5x4.25): \$100
- **One-Eighth Page** (5.5x2): \$75
- **Classified**, 70 characters including spaces, text only, 9point font, 1st line bold: \$20



Sincerely,

Sherri Hale

Sherri Hale
Northern Division USSA Manager