

Directorate of Cadet Activities
All for the Corps

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- * West Point Planner
- * West Point Calendar
- * Circle in the Spiral
- * Mortar Magazine

2012 Cadet Publications



Directorate of Cadet Activities
Attn: Publications
Eisenhower Hall, Bldg. 655
West Point, NY 10996-1593

All for the Corps



2012 Edition of the Award Winning Howitzer Yearbook

Dear Parents and Supporters of the Corps,

This year marks the 115th edition of the West Point Howitzer. For those of you who are not familiar with the tradition called the Howitzer, it is the Corps of Cadets annual. The Howitzer is one of the most prestigious college yearbooks. The staff of the Howitzer invites you to become part of this tradition and show your support by purchasing a copy of this keepsake and, perhaps, including a personal message in the "Friends & Supporters" section or, if you are a parent of a Firstie, placing an advertisement in the Defining Excellence section.

The cost of the 2012 Howitzer: When you order the 2012 Howitzer Yearbook for \$120.00, you will receive a 620 + page, professionally designed, FULL COLOR, limited edition, keepsake book. If you order BEFORE the August 5, 2011 deadline, you will have the opportunity to have your book inscribed FREE OF CHARGE.

Information about Inscriptions: Many friends of the Corps wish to have their Howitzer professionally personalized with an inscription. An inscription is usually placed on the lower right hand side of the inside front endsheet of the Howitzer. A sample inscription might be: Parents of Sean Smith, USMA '12. While there is no charge for having a 26-character inscription placed in your book, all personalized orders are binding. Because of contractual obligations, inscriptions cannot be extended beyond 26 characters (including spaces). The deadline for ordering an inscribed copy of the 2012 Howitzer is August 10, 2012.

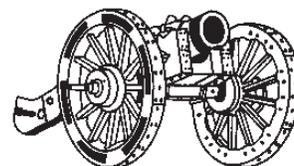
Ordering Information: The 115th edition of the Howitzer will be delivered to cadets who placed an order and mailed to graduates, parents, and friends sometime between December 2012- January 2013. When filling out the order form, please provide an address which will be valid at that time. Books are shipped via UPS; please give a street address and not a post office box as this will avoid problems with the delivery of your order. Should your address change after you have submitted your order, please notify us by October 31, 2012 so we can initiate the change. The Howitzer will not be responsible for non-delivery of yearbooks due to non-notification of your change of address. Please note that our office is not affiliated with the Association of Graduates; change of address sent to them will not be forwarded to us. Books can be traced up to six months after delivery. Please notify us promptly should you not receive your book. Only those books which do not contain an inscription will be given any consideration for a refund. Should you have any questions regarding ordering a 2012 Howitzer, please feel free to contact the Publications Office in the Directorate of Cadet Activities at (845) 938-2780/7989.

Information about Friends & Supporters Messages: Not to be confused with inscriptions, Friends and Supporters messages were started in the late 1970s to allow parents, relatives, and friends to verbalize their personal support for members of the Corps of Cadets. A one-line, thirty-six character message costs \$35.00; however, you may extend your message to additional lines limited to twenty characters per line for an additional \$5.00. Friends & Supporters messages exceeding three lines will not be accepted unless prior approval is given by the Cadet Activities Publications office. The deadline for placing a Friends & Supporters message is August 10, 2012.

Information about Defining Excellence Advertisements: The Howitzer is proud to offer to parents and friends of cadets graduating in the Class of 2012 a unique way to recognize their cadets' achievements. Called Defining Excellence advertisements, this program was instituted in 1998 and has become extremely popular. More information regarding Defining Excellence is contained in this brochure. The deadline for placing a Defining Excellence advertisement is August 10, 2012.

Send your completed order blank and any change of address information to:

Directorate of Cadet Activities
ATTN: Publications
Eisenhower Hall, Building 655
U.S. Military Academy
West Point, NY 10996-1593



Defining Excellence Advertisements

Your cadet will only graduate from the United States Military Academy once. Bring to the graduate your family's message of pride and congratulations through the pages of the Howitzer yearbook. Whenever your child opens his or her book, your Defining Excellence message will serve to couple Academy life with family life, to meld the goals your child achieved at West Point with the family ties that made those goals possible. The Defining Excellence program is the perfect way to salute your child's accomplishments--take advantage of the opportunity.

Celebrate
Your
Cadet's
four-year
success!



Prices:

Eighth Page Ad: \$150.00
Quarter Page Ad: \$230.00
Half Page Ad: \$405.00
Full Page Ad: \$535.00

All proceeds return
to the Corps!

Cadet Publications will design the advertisement for you! Just provide your text and/or photographs and the completed order form on the next page with payment to: Directorate of Cadet Activities, Attn: 2012 Howitzer, Eisenhower Hall, Bldg. 655, West Point, NY 10996.

DEADLINE: August 10, 2012 Questions? Please call Cadet Publications at 845-938-2780/7989.



Circle in the Spiral

Each year, members of the Corps submit poems, artwork, narratives, and photographs to be compiled and published in a literary journal. This publication showcases cadet talents and can be purchased for only \$20.00 (price includes s/h).

Mortar Magazine (For '14 Parents ONLY)

The Mortar Magazine is a mini, 56-page yearbook of the Class of 2013's cadet experiences at Camp Buckner. It includes all company group photos, candid, themed pages, and much more. Your cadet will receive a copy, but purchase this keepsake of your cadet's summer training experience. While quantities last. \$20.00 (includes s/h)



* West Point Planner

The West Point Planner runs from August 2012-August 2013 and includes the 1-day, 2-day schedule, key events and activities, cadet photos, quotes, important West Point information, and much more. The planner can be purchased for \$25.00 (price includes s/h).

* West Point Wall Calendar

The West Point wall calendar is a beautiful, 12 month, 9 X 12 sized calendar, featuring picturesque photographs of West Point scenery, and including key West Point events. The calendar runs from January 2013-December 2013 and can be purchased for \$20.00 (price includes s/h).

Cadet Activities Is ONLINE!!!

For information about Cadet Publications...the West Point Calendar, West Point Planner, Howitzer, Bugle Notes, Circle in the Spiral, Merchandise for sale, and much, much, more...

<http://www.allforthecorps.com>

Go to Cadet Publications and Bookmark this site!!



Defining Excellence

CI of 2012 Cadet's Name: _____

Parent Name: _____

Home Address: _____

Daytime Phone #: _____

ADVERTISEMENT TEXT

In the area below, please PRINT or TYPE the text of your advertisement (even if you include it with your sketch). Please be precise in spelling, capitalization, and punctuation. If the space is inadequate, please attach a separate sheet of paper. Please note that should your text be excessively long, the Howitzer reserves the right to edit it.

ADVERTISEMENT SPECIFICATIONS

Size Ad Desired

- _____ Full Page (limited to 4 photos)
- _____ Half Page (limited to 2 photos)
- _____ Quarter Page (limited to 1 photo)
- _____ Eighth Page (limited to 1 photo)

Full/Quarter Page Mock-up

Photographs

_____ # of Photographs Enclosed

Half/Eighth Page Mock-up

IMPORTANT THINGS TO REMEMBER

- *PLEASE DO NOT CUT OR DRAW ANY LINES ON YOUR PHOTOS
- Indicate in the sketch area above how you would like the photo cropped. Please do not cut or mark the photograph itself.
- *All photos will print in color.
- *We cannot guarantee the return of photographs; please submit re-proofs or scans (at 300 dpi) on CD.
- *Do not submit color laser copies/prints; they reproduce poorly.

2012

Howitzer

Frequently Asked Questions and Other Helpful Information

What is the Howitzer? The Howitzer is the annual yearbook produced by the Corps of Cadets at the United States Military Academy. It has been published regularly since 1896 and has become one of the largest single-bound yearbooks in the country. The Howitzer has won numerous graphic awards over the years for its outstanding photography and cover design. The goal of the Howitzer is to accurately record an academic school year at the Academy. The Howitzer includes pictures of the graduation day of that year's graduating class. Traditionally, the Howitzer is published six months after Graduation.

Are Cadets Afforded the Opportunity to Order a Howitzer? In February of each year, each member of the Corps of Cadets is afforded the opportunity to sign-up to receive a copy of the Howitzer. Sign-up is mandatory for all senior (first class) cadets and freshmen (4th Class) cadets and optional for all other cadets. If you would like to know if a cadet ordered a Howitzer prior to placing your order, please contact the publications office at (845) 938-2780/7989.

Are All Cadets included in the Howitzer? The staff of the Howitzer makes every effort to include each and every member of the Corps of Cadets. The Howitzer does not exclude the underclass. Company group photographs are scheduled during the winter intercession. They are considered an official formation. However, there are times when an individual cadet will have some other approved function which may take precedent. We also include coverage of Corps Squad athletics and extracurricular club participants, although we do rely on these groups to get us photographs and articles. Each senior cadet who graduates prior to August 31st of each year will have their portrait photograph in the Graduates section.

How do I Obtain Photographs which Appear in the Howitzer? While the Howitzer does have a small photography staff, the majority of the pictures which appear in the Howitzer were taken by people not directly connected with the yearbook. The Howitzer gladly accepts prints from cadets and other West Point agencies, however, we do not have the negatives. The graduate portrait photographs and candid photos which appear in the graduate section are usually provided by a contractor. For specific information regarding specific photographs, it is suggested that you contact the Cadet Publications Office in the Directorate of Cadet Activities at (845)938-7989/2780.

What is an inscription? Books that have been pre-ordered by the deadline can be personally inscribed. An inscription is placed on the inside front endsheet in the lower right-hand side of the page. There is no additional charge for inscriptions. Inscriptions are limited to 26 characters (including spaces). While there is no charge for having a 26-character inscription placed in your book, all personalized (inscribed) orders are binding. For Howitzers which have already been published, books cannot be inscribed.

What is a Friends & Supporters Message? Not to be confused with inscriptions, Friends & Supporters messages were started in the late 1970's to allow parents, relatives and friends to verbalize their support for members of the Corps of Cadets. A one-line thirty-six (36) character message costs \$35.00 (for 2012 Howitzer); you may extend your message to a second line limited to 20 characters for an additional \$5.00. Messages may be extended beyond 56 characters with prior permission from the Directorate of Cadet Activities. Friends & Supporters messages for the 2012 yearbook must be received by August 10, 2012.

What is a Defining Excellence advertisement? Parents of cadets scheduled to graduate during the present school year are able to recognize their cadets' achievements through a Defining Excellence advertisement. Ads are available in eighth, quarter, half, and full page sizes. There is information on Defining Excellence advertisements within this flyer. However, if you have further questions, please contact our office at (845) 938-2780/7989.

When do graduating cadets get their portrait photographs taken for the Howitzer? The photograph of each cadet who graduates prior to July 1 of each year is taken during the second semester of their junior (or Cow) year. There is no cost to the cadet to get this photograph taken. The cadet is informed through his chain-of-command to get this process accomplished. A cadet will be provided with proofs of his/her sitting and asked to make a selection. We encourage cadets to make a selection so that they can be happy with the photograph which appears in the Howitzer; however, if no selection is made the Howitzer will put in the most professional photograph.

What is the Circle in the Spiral literary journal? Each year, a Corps of Cadet literary journal, titled the Circle in the Spiral, is published. It contains poems, artwork, photographs, and narratives submitted by members of the Corps. You can purchase a copy for only \$20.00 (including shipping/handling) via this order form or by separate check/money order. The 2012 Circle in the Spiral is published in May and is available for immediate purchase. Circle in the Spiral will be published and shipped out beginning in May 2012. Quantities are limited.