

Student Life

the independent newspaper of Washington University in St. Louis since 1878
One Brookings Drive – MSC 1039-226-320 | St. Louis, MO 63130

Spring 2026

Dear Proud Parent,

Commencement is just around the corner--an exciting time for both you and your graduate! It's a time of recognition and pride, a time to look back at your student's tremendous journey and imagine what's ahead...

In May, the importance of this achievement will be celebrated in the pages of *The Finish Line*, the annual graduation issue published by **Student Life**, WashU's independent, award-winning student-run news organization. *The Finish Line* is a keepsake magazine, dedicated to the Class of 2026, and filled with stories that look back at the last four years, along with perspectives from the Washington University community, giving the graduating class a memorable send-off.

Student Life would like to offer you the opportunity to join so many other WashU parents who congratulate their grad inside the pages of *The Finish Line*. This special issue will be saved as a memento; a celebration of the connections your student has made at WashU, and a commemoration of this momentous milestone.

This year's edition will publish in May, and will be available, free, on **Student Life** newsstands around our campus during the week of Commencement Ceremonies that conclude Friday, May 15, 2026.

This note details how you can be a part of our traditional "My Baby's Graduating" section!

We invite you to place a personal greeting to your graduate in *The Finish Line*, along with your favorite photo(s). Our designers will create your ad, and send you a copy to approve before publication.

The cost for your advertisement starts at just \$95. To ensure your treasured message to your graduate is included, please note this important deadline for submitting your ad and photographs:

Orders must be received no later than Tuesday, April 7, 2026

We ask that you send us your information & pictures digitally. To submit your digital photos/message, along with your secure credit card payment, please place your order online, here:

www.studlife.com/mybaby

(If for some reason you can't use our website to upload your order, please email us and we'll work out an alternative; we want to make it as easy as possible for everyone to be included!)

Take a look at the sample ads on Page 2 of this letter, then head to www.studlife.com/mybaby. Your prompt response will ensure that your graduate is included with the Class of 2026.

Need a little inspiration for your message? Take a look at last year's issue here: [The Finish Line 2025](#). This special section of the magazine starts on Page 77.

Questions? Email advertising@studlife.com and put the words "My Baby" in the subject line. We're ready to celebrate your graduate, and we send our very best wishes, from all of us at **Student Life!**

Sincerely,

Adrienne Coleman, General Manager
Washington University Student Media, Inc.
Phone: 314-935-4240
Email: advertising@studlife.com
www.studlife.com/mybaby



GRADUATION AD EXAMPLES

(All ads will be printed in full color; ads shown here are not to scale.)

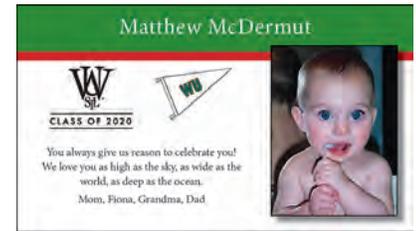
Additional information: www.studlife.com/mybaby

STANDARD AD: \$95

Ad size: 4.9375" wide by 2.825" tall.

Includes your **30-word message**, **one photo**, and your choice of graphic image

(See website for graphic choices and other information)

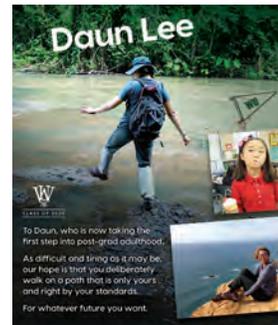
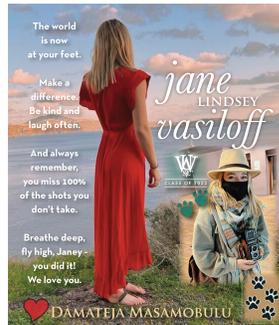


QUARTER PAGE: \$295

Ad size: 4.9375" wide by 5.75" tall.

Includes your **custom-designed 45-word message**, **up to 3 photos**, and your choice of graphic image

(See website for graphic choices and other information)



HALF PAGE: \$495

Ad size: 4.9375" wide by 11.5" tall.

Includes your **custom-designed 60-word message**, **up to 4 photos**, and your choice of graphic image

(See website for graphic choices and other information)



FULL PAGE: \$895

Ad size: 10" wide by 11.5" tall.

Includes your **custom-designed 100-word message**, **up to 6 photos**, and your choice of graphic image

(See website for graphic choices and other information)

