G.R. Whitfield School

The time has come to purchase your son or daughter's ad to be placed in this year's yearbook.
G. R. Whitdfield and the Yearbook staff would like to offer you the chance to remember your student with personal messages, childhood photos and recent pictures. All ads will be in full color. Please read all the materials enclosed to ensure you will get the best ad possible.

Advertising Price Sheet

Student Name (who the ad is for)_____

Name of Ad Purchaser (who is buying the ad)_____

Street Address _____

City _____   State _____   Zip Code _____

Email of purchaser _____   Phone _____

Is this ad to be kept a secret? Yes or No

ALL ADS ARE PRINTED IN FULL COLOR

All ads must be turned in completely by <u>February 21, 2018</u> to be printed in the yearbook. There are no refunds for incomplete ads.)

Sizes	Prices
1/8 Page:	$25
1/4 Page:	$50
1/2 Page:	$75
Full page:	$100

Method of Payment: ____ Check (<u>written out to G.R. Whitfield</u>) enclosed for $_____.
                                    ____ Cash enclosed for $_____.

Signed: Name: _____
(By signing I agree to all the terms and conditions stated in the entire ad contract.)

*When you submit your ad please include a self-addressed stamped envelope that will hold your ad materials. We will put these materials in the envelope and mail back to you at the end of the year when the yearbooks are distributed. Ads without envelopes will not be returned.

Directions for creating and submitting your ad:

1) Choose your pictures. We suggest the following number of pictures for the ad size chosen. This is only a suggestion.

   1/8 = 1 picture
   1/4 = 2 pictures
   1/2 = 3 to 5 pictures
   Full = up to 12 pictures

- You can leave the design up to us, or you can submit a drawing of what you want us to do as far as placement of the pictures. Using a pencil, write *softly* on the back of the picture the student's name and any numbers that correspond to your sketch to give us direction on placement. (DO NOT WRITE IN INK ON THE BACK OF ANY PHOTO)
- We will enlarge or reduce your photos as necessary. We will also "crop" (focus on key parts of) the picture to its best advantage. If you need someone cropped out of a photo just write us a note and attach to the photograph. DO NOT CUT YOUR PHOTOGRAPHS.
- Do not send the original copy of any photo you value; we cannot guarantee its return. Instead, submit a *photo quality* copy of any picture you cannot replace. *We do not recommend computer generated inkjet photo images on plain paper and cannot be held responsible for the quality of their reproduction if you submit a photo in this manner. DO NOT SEND IN THESE PHOTOS.. Have your photos reproduced at a photography shop for best quality or scanned at a resolution of 300 to 400 and saved on a cd that you can submit.*
- You may submit a collage. However, keep in mind that they do not reproduce well, and we cannot be responsible for the image quality problems that arise. Collages can be submitted in two ways. You can either paste up your collage camera ready (will we scan and place on the page). The paste-up must be no larger than 81/2 inches by 11 inches. We cannot accept oversized paste-ups. The second way to submit a collage is to produce it in Photoshop and submit to us as a JPEG file at a resolution of 400.
- Any ad that you produce to submit to us must be proportionate to the ad size that you buy. Please study the ad examples on the sheet attached. Do not submit a vertical ad for horizontal placement.
- We cannot accept any ad produced in Powerpoint, Publisher, Word, Pagemaker, InDesign, or any other software. Your ad if submitted digitally must be a JPEG with a resolution of 300. If you are unsure of how to do this, then please just submit your pictures and text and let our trained staff create the ad for you.
- We would love your pictures submitted digitally on a cd if possible. That way you can keep your originals. If you scan your pictures, please adjust your scanner and scan them at a resolution of 300 to 400. We cannot accept low resolution scans because they will not allow us to enlarge them enough for print quality.
- Do not email us your pictures. They are not high enough resolution for print.

2) Choosing your text and type faces.

- The words you want to include in your ad are called "copy." Please write (print) your copy legibly on the ad order form, or you may type or print it on a separate sheet and attach it to the form.
- We will choose a font (typeface) for your copy when we compose your ad. We will also correct grammar, punctuation and spelling errors. Therefore, if a word needs to be spelled a certain way, make sure we know it.
- Take into account the size of your ad when writing your message to your child. A large quantity of text in any ad will end up being set in very small type which may not be easy to read.
- Do not type your text on regular copy paper, cut it and place on your ad. It will not scan well and you will not be happy with the results. The ink will show as bitmapped.

***Please remember that we are a student run publication. We take pride in our book and make every effort to ensure that your ad is perfect; however, we cannot refund money because of typos and other small errors. The yearbook staff reserves the right to change or rearrange any ad which is not appropriate for the yearbook without notifying you. This includes but is not limited to the exclusion of photos and text.

Photo instructions, requests, comments:

_____

_____

_____

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_____

Words/text to be included in your ad:

_____

_____

_____

_____

(You may submit text on a separate sheet of paper.)

You are finally at the end of the instructions. Here is a simple checklist.

_____Choose your photos

_____Write the text

_____Submit the materials to the yearbook staff and follow all instructions on the previous page **with your order form completed.**

_____Make sure we can contact you by email (preferable) or by phone.

_____Include a self-addressed stamped envelope large enough for your materials with the correct return postage.

_____Meet the deadline that you choose.