

SENIOR YEARBOOK Ad 2011-2012

YOU HAVE 3 WAYS TO CREATE YOUR AD.

1. Our staff creates the ad for you. Just choose a template (see below) & find your photographs. Both printed photographs and digital photographs will be accepted; digital are preferred. Submit digital photographs on a CD as .jpg or .tiff files.
2. Create a camera ready ad yourself (see page 4).
3. Create a digital ad yourself (see page 4).

PRICES/SIZES

Ads are available in the following sizes for the prices shown. All ads will appear in black and white.

1/4 page: \$70.00

1/2 page: \$115.00

Full page: \$210.00

STEP-BY-STEP INSTRUCTIONS

- 1] Select ad size (1/4, 1/2, whole page).
- 2] Choose between the 3 ways to create an ad.
- 3] Select photos for your ad.
- 4] If you choose to have the yearbook staff create your ad, select a standard ad design from the templates on the attached pages and photos for each space in the ad. Note tips for photo submission on this sheet. Then write text for the ad on the Order Form or attach the text on a separate sheet.
- 5] Complete the Order Form provided.
- 6] Provide payment. Checks are payable to *John Burroughs School*. In memo, please mention *Senior ad and name of student*.

This amount may also be charged to your student's Store Card. If no payment is received with the ad material, you will automatically be billed on your student's Store Card.
- 7] Deliver or mail all of the materials to the front office, to Mrs. Grand's attention, by the deadline below.

PHOTO SUBMISSION GUIDELINES

- Do not cut, glue or tape photos, unless you wish to do so for a camera ready ad.
 - Ad is black and white; any color photos submitted will appear in black and white.
 - If you do not want to choose a template, please be sure you make a camera ready or digital submission.
 - Care will be taken to return photos; however, copy prints on photopaper should be submitted for irreplaceable photos. The school, yearbook staff and the yearbook company do not accept responsibility for lost or damaged photos.
 - Select vertical [tall] photos for vertical spaces and horizontal [wide] photos for horizontal spaces.
 - Photos will be enlarged, reduced, or cropped to fit the layout.
 - Please attach a return address label to the back of each photo. If you don't have any labels, you may write your name in pencil. Pen is not recommended, as it sometimes rubs off on other photos.
 - Number the back of photos to match the numbers on the design/template you selected.
 - Photos will be returned when the yearbooks are distributed on Field Day or earlier at a parent's meeting.
- ### SPECIAL CONSIDERATIONS
- The yearbook staff reserves the right to reject photos or text or ask the parent to make changes to conform to the school's standards.

DEADLINE: DEC. 12, 2011

NOTE: Senior Ads may be submitted late for an extra fee of \$50. Late ads must be submitted by 4:00 pm on January 9, 2012. No ads will be accepted after this time.

SENIOR Ad ORDER FORM

Please submit by **Monday, December 12, 2011** by providing the following:

- This Order Form completed
 - Ad Photos (prints &/or digital files on CD) & Ad Text if you have selected a template & would like the year-book staff to create your ad.
 - Completed art board if you are making a camera ready ad yourself.
 - CD & hardcopy printout if you are creating a digital ad yourself. This digital ad should be no larger than 7.25" by 9.5" with at least 300 dpi saved as a .jpg or .tiff file. Files saved as .pdf will not print clearly. Contact Margaret Bahe with questions about photographs or the construction of your ad.
- Any design or photo questions, please contact Margaret Bahe: 314.993.4040 X359 or mbahe@jburroughs.org
Any order questions, please contact Mrs. Grand: 314.993.4040 X277 or jgrand@jburroughs.org

> CUSTOMER DATA (PLEASE PRINT)

STUDENT'S NAME _____

PARENT/PURCHASER'S NAME _____

ADDRESS/CITY/STATE/ZIP _____

YOUR SIGNATURE _____

EMAIL ADDRESS _____

DAYTIME PHONE _____

EVENING PHONE _____

> ADVERTISING DATA CHECK THE AD SIZE REQUESTED:

1/4 PAGE	\$70.00 _____
1/2 PAGE	\$115.00 _____
FULL PAGE	\$210.00 _____
ADDITIONAL YEARBOOKS	\$65.00 _____
LATE FEE IF SUBMITTED BETWEEN Dec. 12 & Jan. 9, 2012, 4 pm	\$50.00 _____

PROVIDE THE FOLLOWING DESIGN INFORMATION:

DESIGN #-LETTER	_____
# OF PHOTOS PROVIDED	_____
SELECTED FONT	_____
CAMERA READY	<input type="checkbox"/>
DIGITAL SUBMISSION	<input type="checkbox"/>

CLEARLY PRINT AD TEXT BELOW [YOU MAY SUBMIT ON ANOTHER SHEET OF PAPER & STAPLE TO FORM]:

> PAYMENT

\$ _____	TOTAL AMOUNT PAID
_____	CHECK INCLUDED
_____	STORE CARD CHARGE
_____	MONEY ORDER INCLUDED

> YEARBOOK

Additional yearbooks are available.
_____ Yes, I would like additional copies of
the yearbook. I have added \$65 per yearbook to my
payment.

SENIOR AD TEMPLATES

Camera Ready Submission:

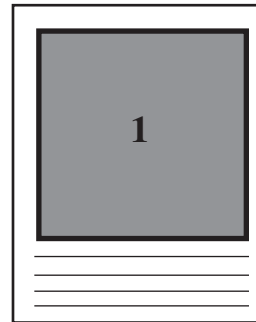
Senior ads may also be sent camera or photo ready. This means that you would create the ad yourself, by hand, by pasting photos & text to an artboard. The finished product will reproduce just as you've created it, but in black and white. This allows you to use any design, number of photographs, fonts, etc. available to you. Artboards with appropriate sizes are available from Mrs. Grand. Please submit the artboard with the material you would like printed in the ad already mounted using rubber cement, glue, etc. (Tape is NOT recommended.) All photographs and text are to be placed exactly as you would like it to appear in the yearbook.

Disk, Digital, or Desktop Submission:

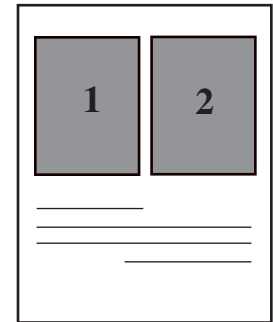
If you would like to submit your ad as a file, please submit it on a CD-R, using Photoshop, InDesign, or another comparable program. All files must be created and saved as a .jpg or .tiff file at a resolution of 300 dpi or greater. The finished size should not be greater than 7.25" by 9.5". Caution: If a digital photo is taken or scanned at a resolution of 72 dpi (which is a typical digital camera & scanner setting), and is then manipulated to increase the dpi to the required 300, the image will appear blurred in the yearbook. All files must be created, photos taken at, or photos scanned and saved at least the same size (if not greater) than the size the ad will appear in the yearbook. All files must be saved as .jpg or .tiff files to ensure proper reproduction. Also, please submit a good quality, hard printed copy of your digital file. Contact Margaret Bahe with questions.

1/4 Page Ads

Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size.

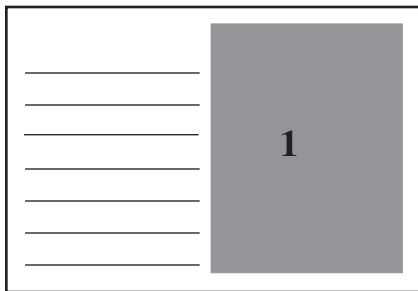


Layout Design #1/4 A

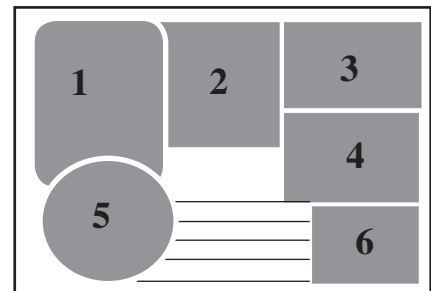


1/2 Page Ads

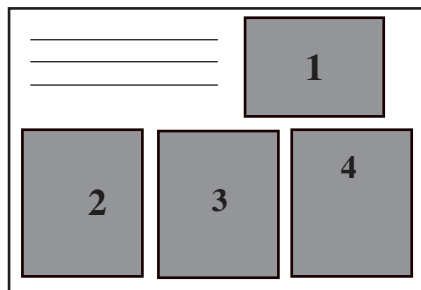
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size.



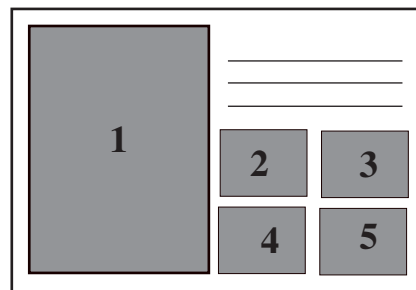
Layout Design #1/2 A



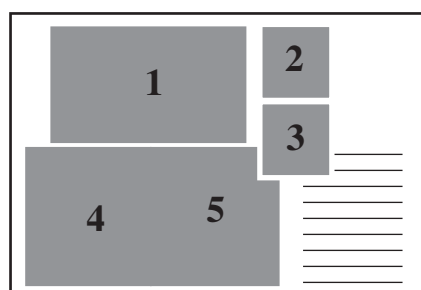
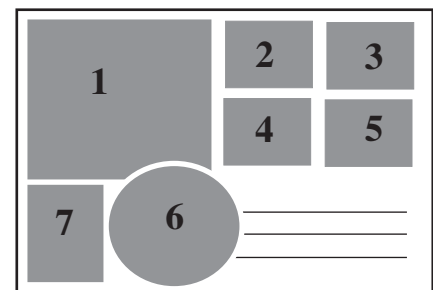
Layout Design #1/2 B



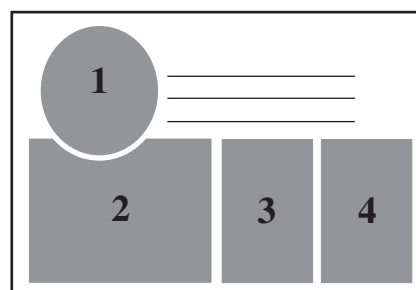
Layout Design #1/2 C



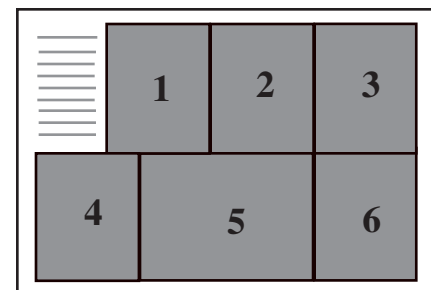
Layout Design #1/2 D



Layout Design #1/2 F



Layout Design #1/2 G

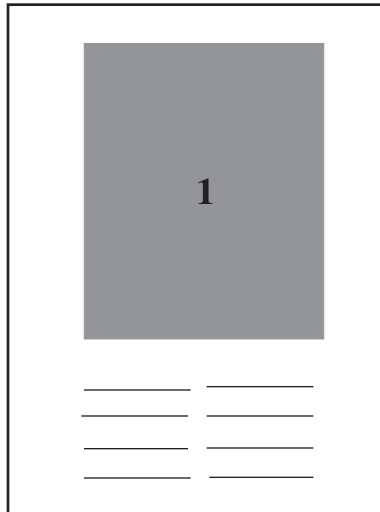


Layout Design #1/2 H

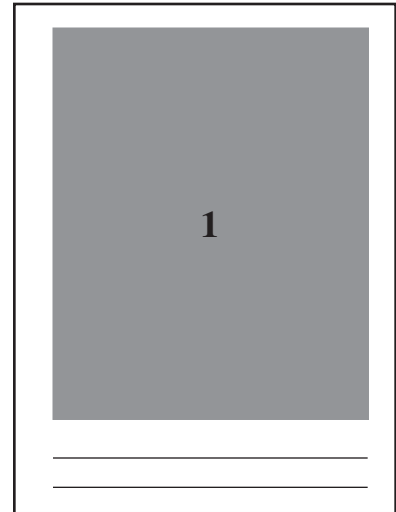
SENIOR AD TEMPLATES

Full Page Ads

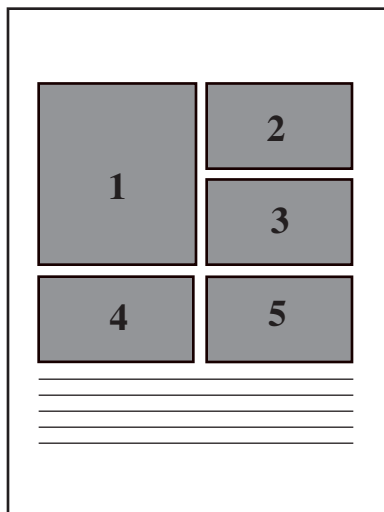
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size.



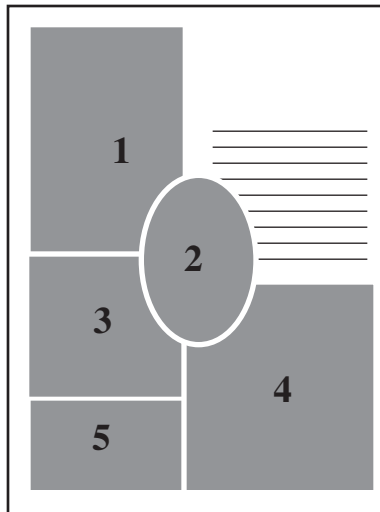
Layout Design #Full A



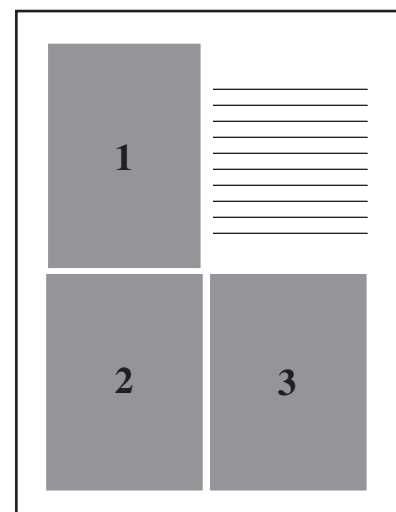
Layout Design #Full B



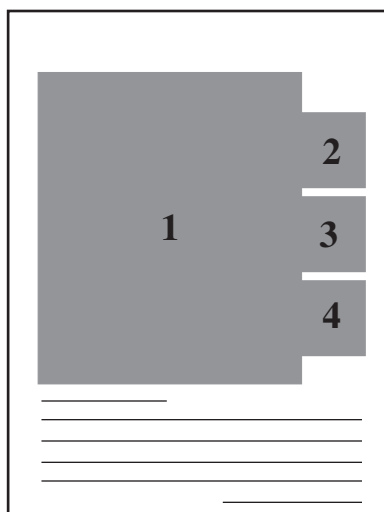
Layout Design #Full C



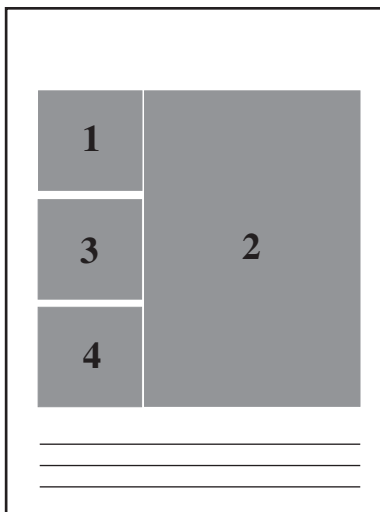
Layout Design #Full D



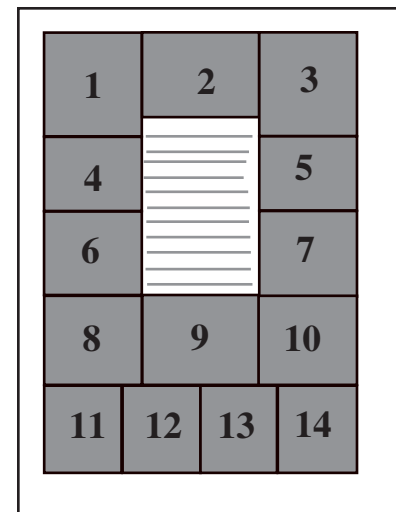
Layout Design #Full E



Layout Design #Full F



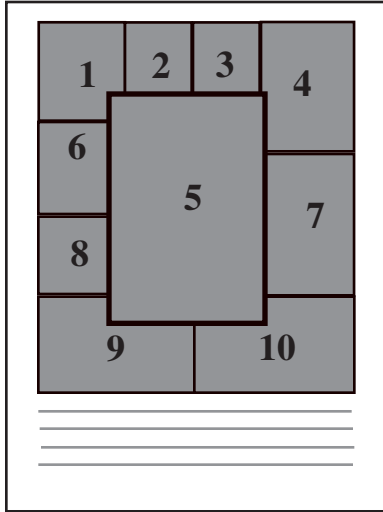
Layout Design #Full G



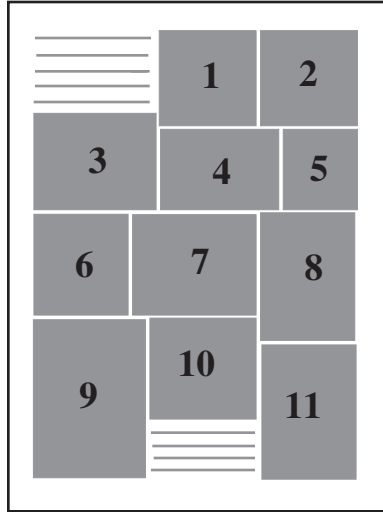
Layout Design #Full H

SENIOR AD TEMPLATES

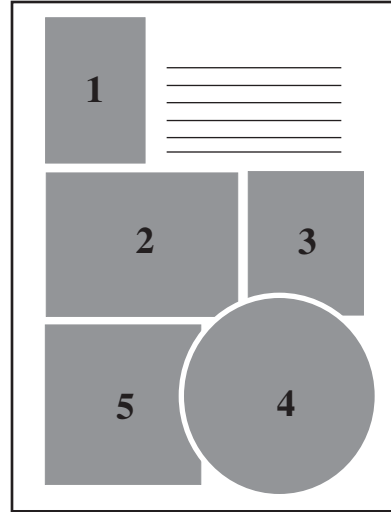
Full Page Ads (Con't)



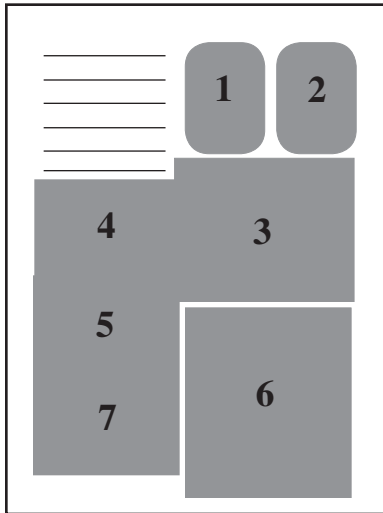
Layout Design #Full J



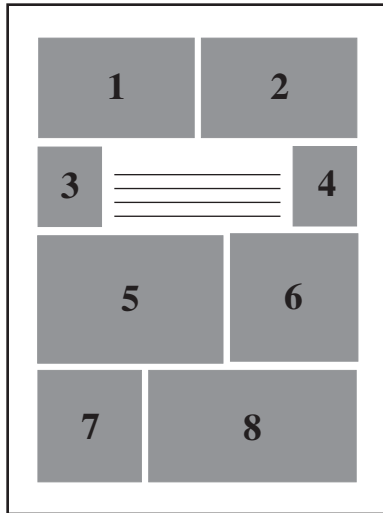
Layout Design #Full K



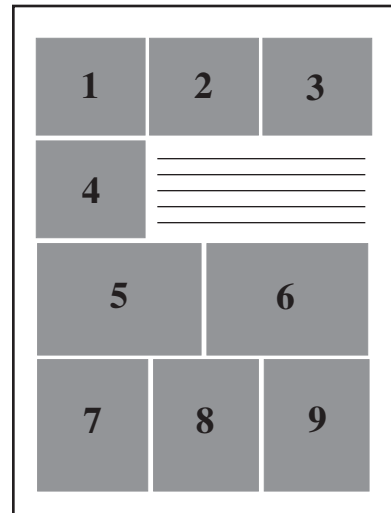
Layout Design #Full L



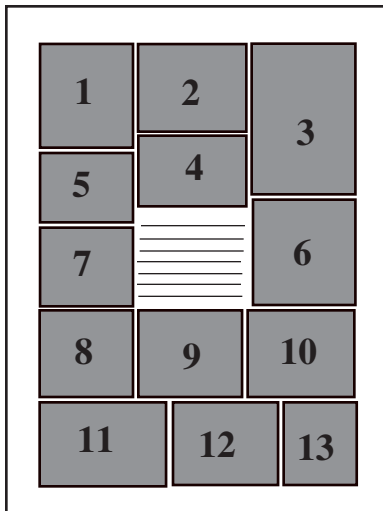
Layout Design #Full M



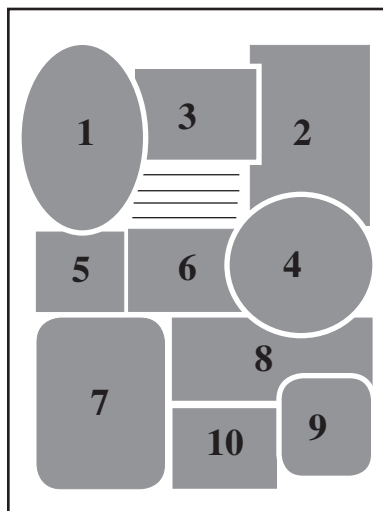
Layout Design #Full N



Layout Design #Full P



Layout Design #Full R



Layout Design #Full S

Fonts Available

Fonts available for your Senior Ad: Selected font will be used throughout ad. All senior names will appear next to the page # at the bottom of the page

CAPITALS

AYTALiceText

Handwriting Dakota

Times

Arial

Lucinda Handwriting
Marker Felt