

Senior Yearbook Ad Order Form

Please complete and return this advertising contract with payment and the photos and text for your all-color yearbook ad.

Parent/Purchaser's Name _____

Student's Name _____

Street Address _____

City / State / Zip Code _____ Daytime Phone _____

Is this ad supposed to be kept confidential? yes no E-mail Address _____

Types of Ads/Sizes

Please make check payable to MHS Publications

Full Page Color AD \$400

Half Page Color AD \$300

Quarter \$200

1/8 Page \$100

Copy/Text to be included in your ad:

Student's Name: _____

Note: _____

Salutation (*from, love, good luck, congrats*): _____

From: _____

Photos instructions, requests, comments:

Questions?

The yearbook staff is happy to answer your questions and assist with the senior ad process. Please email pghspeerage@gmail.com and we will answer your questions or arrange a time to meet in person.

Guidelines for Ad Submission

Text

- Please write your copy on the order form, or you may type or print it on a separate sheet and attach it to the order form.
- We will choose a font for the copy when we design your ad. We will correct grammar, punctuation and spelling errors unless otherwise instructed.
- Take into account the size of your ad when writing your message to your student. A large quantity of text in any ad will end up being set in small type which may not be easy to read.
- Copyrighted material, such as song lyrics or poems may NOT be used

Photos

- Decide which picture you want in which photo block in the design. A vertical photo block requires "up and down" images and horizontal photo blocks require "left to right" images. If you would like one image to appear larger than the other, please let us know.

Submitting Digital Photos:

Save photos at resolution of 300 dpi. Files must be in .tiff or .jpeg formats. The name of the file should be the senior's name followed by the photo block number in which you want the picture to appear.. (John Smith picture #1 = jsmith1.jpg). Save the photos to a CD and submit with your order form and check.

Submitting Traditional Photos:

- DO NOT send original copies of any photo you value; while we will do our best to return photos to you in the Spring, we cannot guarantee its return. Instead, submit a photo quality copy of any picture you cannot replace (CVS, Target and Costco all make professional quality copies). We do not recommend computer generated ink jet photo images and cannot be held responsible for the quality of the reproduction if you submit a photo in this manner.
- We cannot use photos which have been cut, glued or taped to paper.