

# STRATFORD

## YEARBOOK SENIOR ADS



### Submission Guidelines:

- Each ad template contains a number of photos; supply enough pictures to fill the photo blocks in the ad you chose. If you provide extra pictures or pictures that do not fit, the staff will use its discretion when designing the ad.
- Using a pencil, write softly on the back of the picture the photo-block number in which you want the picture to appear. If you do not number the photos, the staff will use its discretion in designing the ad.
- We will enlarge or reduce your photos as necessary. We will also "crop" (focus on key parts of) the picture to its best advantage.
- Care will be taken to return all photos; however, copies of prints should be submitted for irreplaceable photos. We do not take responsibility for lost or damaged photos.
- Please do not submit "proofs" from the photographer. We will not be able to use them.
- Photos may be submitted digitally on a CD/flash drive/or email. If submitting digitally, please number the files to correspond to the layout that you select. However, you **MUST** mail in a completed order form and payment.
- Submit your message typed (in a plain font) or legibly printed on white paper. We do not edit the text but will retype as you submit.
- By choosing "custom", you are designing an ad different than the templates provided. **Please add the \$30 custom add fee to your total.**

The yearbook staff reserves the right to alter any ad that does not meet the above guidelines. This includes but is not limited to any photograph or copy that may violate community standards, copyright or fair use laws. The content of the ad and copy must be appropriate for a school publication.

### Submission Checklist:

1. Select size, template & price of your senior ad (varies by submission date).  
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Complete this order form, including e-mail address so we can send you a proof of your ad. If you do not provide an email address, or if you submit your ad camera-ready, no proof will be provided.
2. Provide & label photos for each space in the ad and your message, typed or printed legibly on a clean sheet of paper. (See submission guidelines below)
3. Submit all materials and payment to:  
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**Coach Manchester at SHS**
4. Approve your emailed proof within 3 days.

### ORDER EARLY & SAVE!

#### SIZE & TEMPLATE

(see brochure for template choices)

	if received by 11/16/18	if received by 12/14/18
<input type="checkbox"/> <b>1/8 page ad (3.5" x 2.5")</b> submit one photo and no more than 50 words of text or 2 photos with <u>no</u> message.	<b>\$50</b>	<b>\$55</b>
<input type="checkbox"/> <b>1/4 page ad (3.5" x 5")</b> template <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G <input type="checkbox"/> camera ready <input type="checkbox"/> custom	<b>\$90</b>	<b>\$100</b>
<input type="checkbox"/> <b>1/2 page ad (8" x 5")</b> template <input type="checkbox"/> H <input type="checkbox"/> I <input type="checkbox"/> J <input type="checkbox"/> K <input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> N <input type="checkbox"/> O <input type="checkbox"/> camera ready <input type="checkbox"/> custom	<b>\$165</b>	<b>\$185</b>
<input type="checkbox"/> <b>full page ad (8" x 10")</b> template <input type="checkbox"/> P <input type="checkbox"/> Q <input type="checkbox"/> R <input type="checkbox"/> S <input type="checkbox"/> T <input type="checkbox"/> U <input type="checkbox"/> V <input type="checkbox"/> W <input type="checkbox"/> X <input type="checkbox"/> Y <input type="checkbox"/> Z <input type="checkbox"/> camera ready <input type="checkbox"/> custom	<b>\$290</b>	<b>\$320</b>

What font style would you prefer for the message on the ad? (circle one)

Times      Helvetica      Handscript

**FINAL ORDER DEADLINE: 12/14/18**

**DON'T FORGET TO ORDER YOUR YEARBOOK!**

Visit [www.jostensyearbooks.com](http://www.jostensyearbooks.com).

Order graduation products & senior supplies at [lowcountrygrad.com](http://lowcountrygrad.com)

Name of **STUDENT** as you would like to have it appear on ad:  
\_\_\_\_\_

Name of **PERSON PURCHASING** ad:  
\_\_\_\_\_

Email Address: \_\_\_\_\_

Contact phone: (\_\_\_\_\_) \_\_\_\_\_

I would like my materials returned, so I am enclosing a self-addressed, stamped envelope (if you do not, your photos will not be returned). *We cannot guarantee that photos will be returned.*

*Please use duplicates of any irreplaceable photos.*

- These are copies. I don't need them back.  
 I would like my materials returned

Please make all checks payable to:  
Stratford High School

° Amount of ad purchased \$ \_\_\_\_\_  
° \$30 custom ad fee (if applicable) \$ \_\_\_\_\_  
° 8 x 10 of ad (suitable for framing) # \_\_\_\_ x \$35 \$ \_\_\_\_\_  
° Credit card fee \$8.00 (if applicable) \$ \_\_\_\_\_  
**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

I have enclosed a check # \_\_\_\_\_

I am paying by credit card.

expiration date \_\_\_\_\_ cid# \_\_\_\_\_ zip code \_\_\_\_\_

(returned checks will be subject to a \$30 fee)

   card # \_\_\_\_\_

Please mail or deliver all materials and payment to:

**Coach Joey Manchester**  
**Stratford High School**

**Ads will not be printed if payment has not been received.**