Thank you for advertising with the Prattville High School Yearbook. Without your support, we would be unable to continue publishing a lasting memory of the school year. Please e-mail Pamela Barnes, Advisor, at phsybk@gmail.com, if you have any questions. ***Contract and payment are due by December 19th, 2019 and checks should be made payable to Prattville High School.***

### Instructions:

# **Please Print**

Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email for questions, receipt and pdf proof: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Every effort is made to create the ad as closely as possible to any requests provided; however, ad layouts are provided for you to choose from. Please be sure that all notes are legible. Below is the recommended maximum number of pictures and text. Excessive text and pictures affect accuracy and the design of the layout.
* Every attempt is made to avoid errors, but the book is created by students. All funds from the sale of advertisements are used to pay for the production of the book. No refunds are available.
* If purchasing more than one ad, please complete one form per advertisement.

Please select the advertisement size (measurements are *width x length*):

\_\_\_\_\_\_\_\_\_\_ $300 Full page color (8” wide x 10.5” tall) Layout: \_\_\_\_\_\_\_ Font: \_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_ $200 1/2 page color (8” wide x 5.25” tall) Layout: \_\_\_\_\_\_\_ Font: \_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_ $125 1/4 page color (4” wide x 5.25” tall) Layout: \_\_\_\_\_\_\_ Font: \_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_ $50 1/8 page color (4” wide x 2.5” tall) Layout: \_\_\_\_\_\_\_ Font: \_\_\_\_\_

Please mark below if you are including a yearbook with purchase:

\_\_\_\_\_\_\_\_\_\_ $65 Yearbook (Discounted price only available with Memory Ad purchase.)

Directions:

**If you are designing your own ad.**

* If you create your own layout, please ensure that the resolution is set at 300 and is true to size. Files must either be a **.jpg or tiff format.**

**If the staff is designing your ad:**

* **Printed Photos** - *Please do not print photos on regular home printers – the quality is too low.* Please do not submit any irreplaceable photos.
* **Scanned Photos** – must be scanned at **300 resolution**. Please be careful if you edit these to prevent distortion and color issues.
* **Digital Photos** – for the best clarity, digital photos should be from a camera with 4 megapixels or higher. Images from Instagram and Twitter lowers the quality of pictures. Please be careful if you edit these to prevent distortion. They may be emailed to [phsybk@gmail.com](mailto:phsybk@gmail.com). Images should be in either a .jpg or tiff format.
* **Proofs –** please provide an email so that we can send a proof. You will have 48 hours to respond to any mistakes in text. If no email is provided, we will not be responsible for any errors.

Memory Ad Text (include on separate sheet if more room is needed):

\*\*For memory pages, the students name will automatically be included as either the heading or sub-heading. Please note any special instructions.

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Please list the number of photos. Please do not write on the back of the pictures with ballpoint pen – it bleeds through. A felt tip pen can be used, but please make sure it is dry.

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Signature of Advertiser \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**PHS Yearbook Use:**

Staff Member: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Received: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pictures Tagged?:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Logged: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pictures match number listed above? \_\_\_\_\_\_

Amount Paid: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Check #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Yearbook Purchased with Ad? \_\_\_\_\_\_\_ Receipt # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_