

The time has come to purchase a PERSONAL AD in the 2017 yearbook! Salem Middle School and the Yearbook Staff would like to offer you the chance to create a special place in the yearbook to remember your son or daughter with personal messages, childhood photos, and recent pictures. Please read all the materials enclosed to ensure you will get the best ad possible.

Yes, I'd like to purchase an ad!

Student Name (who the ad is for) _____ Track _____

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

Address _____

City _____ State _____ Zip Code _____

Email of purchaser _____ Phone _____

Is this ad to be kept a secret? Yes No

ALL ADS ARE PRINTED IN FULL COLOR

Ads must be turned in completely by 2/28/17 to be printed in the yearbook.

(Sorry, we won't be able grant refunds for incomplete ads.)

Sizes	Prices
1/8 Page:	\$60
1/4 Page:	\$110
1/2 Page:	\$150

Payment: _____ Check enclosed for \$_____ made payable to Salem Middle School.

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 as soon as we have designed your ad. (If there's no envelope, we will return the materials to your son or daughter at school.)

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 or 3 pictures

1/2 = 3 to 5 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.
- We prefer that you don't 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.

- 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 any ad produced in PowerPoint, Publisher, Word, PageMaker, InDesign, or any other software. If submitted digitally, your ad 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.
- Please do not email us your pictures. They are not high enough resolution for print.

2) Write your text.

- Please write (print) your message legibly on the ad order form, or you may type or print it on a separate sheet and attach it to the form.
- 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.

*****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!**

Photo instructions, requests, comments:

Message 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 message
- _____ 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 2/28/17 deadline.
- _____ Remember to order a copy of the yearbook at www.jostensyearbooks.com!

QUESTIONS? Please email Mr. Brian Fisher - bfisher@wcpss.net
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