

Senior Yearbook Ads  
Class of 2018

Northview Mnemosyne  
[rawlin@fultonschools.org](mailto:rawlin@fultonschools.org)

To ensure your ad placement, please respond by November 3, 2017 and provide ALL of the following:

- This Order Form
- Ad Photos (SEE GUIDELINES)
- Ad Text (SEE GUIDELINES)
- Full Payment (Printed copy of online order receipt)

Student's name PLEASE PRINT	Purchaser name PLEASE PRINT
Street address PLEASE PRINT	City State Zip
Contact Phone Number (7AM-4PM)	Purchaser Email
<input type="checkbox"/> Yes <input type="checkbox"/> No Is this a surprise for your student?	

**Size, Pricing, & Payment Details**

**DISCOUNT DEADLINES AFTER 9/29/2017**  
**ORDER BY 9/29/2017**

1/4 PAGE	<b>\$ 99</b>	1/4 PAGE	<b>\$125</b>
1/2 PAGE	<b>\$190</b>	1/2 PAGE	<b>\$200</b>
FULL PAGE	<b>\$375</b>	FULL PAGE	<b>\$395</b>

**FINAL DEADLINE 10/20/2017**  
**SIZE AVAILABILITY IS SUBJECT TO CHANGE**  
**WITHOUT NOTICE**

AD PAYMENTS NOW ACCEPTED ONLINE AT  
[www.JostensYearbooks.com](http://www.JostensYearbooks.com)

**CLEARLY MARK YOUR SIZE**

¼ PAGE	½ PAGE	FULL PAGE
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Ad Order Checklist  
 Photos included on CD of flash drive\_\_\_\_  
 Number of Photos Submitted\_\_\_\_  
 Message typed and saved to CD or flash drive\_\_\_\_  
 Message Written & Attached to this form\_\_\_\_  
 Design Choice\_\_\_\_  
 PAYMENT METHOD: ONLINE\_ CHECK\_ CASH\_  
 PLEASE REFERENCE INSTRUCTION GUIDELINES  
 FOR PHOTO LIMITS



**YEARBOOK STAFF USE ONLY**

BEFORE 9/2917	AFTER 9/29/17	Date Complete Order Received by Staff____
¼ PAGE \$ 99____	¼ PAGE \$125____	Staff Member Assigned to Create Ad____
½ PAGE \$190____	½ PAGE \$200____	Ad Completed Date____
FULL PAGE \$375____	FULL PAGE \$395____	Assigned Page Number____
<b>TOTAL AMOUNT DUE: \$</b> _____		Approved by____
<b>TOTAL PAYMENTS:</b> _____		
<b>JOSTENS ORDER #</b> _____	Paid in Full [ ] Date / /2017	

**Guidelines**

Select the ad size you wish to purchase; then, using the sample layouts in this brochure, choose the design name and number within that size that you would like used for your student's senior recognition ad in the yearbook.

**Photos:**

- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the ad you chose.
- Decide which picture you want in which photo block in the design. Remember that vertical picture boxes require "up-and-down" images and horizontal boxes need "left-to-right" images.
- Place a label, preferably an address label on the back of each photo or save the photo as the number or placement for the photo. On the label placed on the photo, write the number to correspond with the numbers on the design you selected. (Example: number 2 for space 2)
- We will enlarge or reduce your photos as necessary. We will also "crop" (focus on key parts of) the picture to its best advantage.
- Do not send the original copy of any photo you value; we cannot guarantee its return. Instead, submit a photo quality scan 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. (ALL of our photos must be above 300DPI for us to use them.)
- We will not use photos which have been cut, glued or taped to paper, or are in collages.
- Please do not submit collages. They do not reproduce well and we cannot be responsible for the low image resolution and the potential blurring in the printed book.

**Text:**

- The words you want to include in your ad is called "copy." Please write (print) your copy, legibly, on the ad order form, or you may type or print it on a separate sheet and attach it to the form or CD or the flash drive.
- We will choose the font (typeface) for your copy when we compose your ad because we select the fonts for the whole book, which will include the ad font, as well. We will also correct grammar, punctuation and spelling errors. Therefore, if a word needs to be spelled a certain way, make sure we know it. NOTE: we do not print exclamation points; put the emotions in the words, rather than the punctuation.
- 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.
- The yearbook staff reserves the right to reject photos or text, or ask the customer to make changes to conform to our current yearbook style or the staff's high standards. **No photos containing alcohol or any container that could be used for alcohol, tobacco, or weapons will be accepted (this includes any photos in a bar setting).**