

Guidelines & Instructions *for ad submission*

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

Photos:

- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the design you chose. If you include extra pictures, we will decide which one(s) to exclude without notifying you.
- 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.

Digital Photos:

- For photos being submitted digitally, please make the file names the same as the corresponding numbered spots on the design you selected. If this is not possible, you may include, with your form, a separate sheet of paper with a description of each picture and the numbered spot you would like them to appear in.

Non-digital Photos: (\$10 fee will apply)

- If you are sending in photos that are not in digital form, (\$10 fee will apply) please place a label, preferably an address label, on the back of each photo. On the label placed on the photo, write the number to correspond with the numbers on the design you selected. (e.g. number 2 will go in space 2)
- Do not 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 WILL NOT use photos that have been cut, glued, or taped to paper, or are in collages.

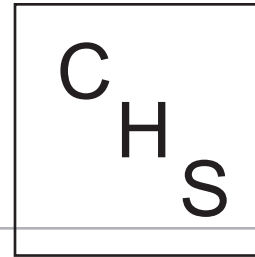
- Please do NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems that arise. **COLLAGES WILL NOT BE ACCEPTED!**
- We will enlarge or reduce your photos as necessary. We will also "crop" (focus on key parts of) the picture to its best advantage.

Text:

- The words you want to include in your ad is called "copy." Please write (print) your copy legibly on the tribute order form, or you may type or print it on a separate sheet and attach it to the form.
- We will choose a font (typeface) for your copy when we compose your ad. 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.
- 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 and the Yearbook Design Group, Inc. reserves the right to reject photos or text, or ask the customer to make changes to conform to the staff's standards. **NO PHOTOS CONTAINING ALCOHOL OR ANY CONTAINER THAT COULD BE USED FOR ALCOHOL, TOBACCO, OR WEAPONS WILL NOT BE ACCEPTED! THIS INCLUDES ANY PHOTOS IN A BAR SETTING!**

Centennial
High School



Elysium
Yearbook

Straight from the heart and into the yearbook! Our staff is now offering the opportunity to personalize the yearbook in a very special way with a "Public Display of Affection" [PDA] ad. Space is available to congratulate or tell your student how proud you are! Regardless of the occasion, your ad provides a great way to recognize a student or event that our staff may not otherwise be able to cover. To reserve your space, follow these guidelines:

Prices/Sizes

Process color ads are available in the following sizes for the prices shown:

	When purchased by <u>10/10/11</u>	by <u>11/10/11</u>
Full Page	\$300	\$325
1/2 Page	\$150	\$175
1/4 Page	\$75	\$100

Step-by-Step Instructions

- 1) Select ad size
- 2) Select a standard ad design
- 3) Complete the order form provided
- 4) Provide photos for each space in the ad.
- 5) Write text for the ad on the order form or attach it on a separate sheet of paper.
- 6) Provide payment
- 7) Mail all materials to: Centennial High School
9310 Scott Road
Roswell, GA 30076

If you have any questions, please contact:
centennialyearbook@yahoo.com

Ad & Payment Deadlines

There will be two deadlines for submission. All ads postmarked by the early submission date will receive a discount for the ad. If your ad is not postmarked by the early submission date, the discount will not apply and your ad will not be used if the correct payment amount is not received. **INCLUDE YOUR E-MAIL ADDRESS ON THE ORDER FORM.** You will be contacted via e-mail within 10 days of receipt of your ad.

Photo Submission Guidelines

ALL PICTURES MUST BE IN DIGITAL FORM.*

Rite Aid (On Holcomb Bridge Rd.), will have a discounted price of \$1.99 for all pictures scanned for senior ads.

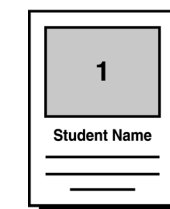
*Centennial will scan any pictures for an additional charge of \$10.

Special Considerations

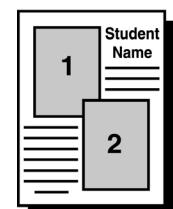
- The yearbook staff and reserve the right to reject photos or text, or ask the customer to make changes to conform to the staff's standards. **NO PHOTOS CONTAINING ALCOHOL OR ANY CONTAINER THAT COULD BE USED FOR ALCOHOL, TOBACCO, OR WEAPONS WILL BE ACCEPTED! THIS INCLUDES ANY PHOTOS IN A BAR SETTING!**

Quarter Page Ads

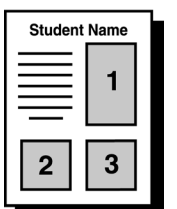
- Approximate dimensions: 3-3/4" wide x 5-1/4" high
- Refer to the number below each design to identify which layout you wish to use for your student's ad; Half Page and Full Page ad designs are on the next page.



Q-1



Q-2

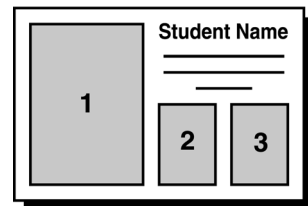


Q-3

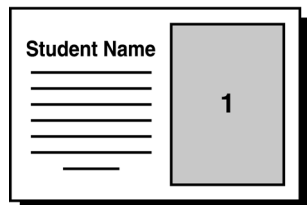
Centennial High School
 9310 Scott Road
 Roswell, GA 30076

Half Page Ads

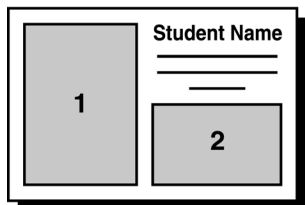
- Approximate dimensions: 7-1/2" wide x 5-1/4" high
- Refer to the number below each design to identify which layout you wish to use for your student's ad.



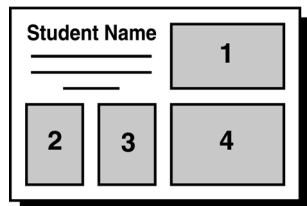
H-3



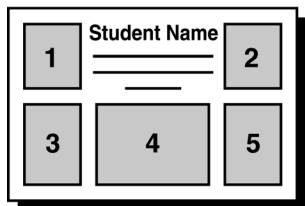
H-1



H-2



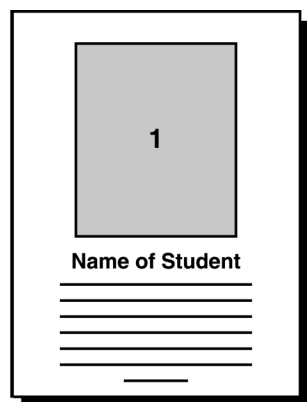
H-4



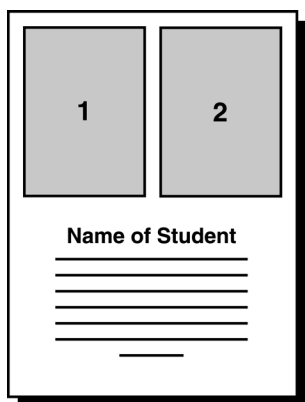
H-5

Full Page Ads

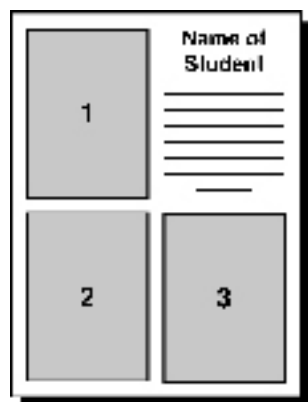
- Approximate dimensions: 7-1/2" wide x 10-1/2" high
- Refer to the number below each design to identify which layout you wish to use for your student's ad.



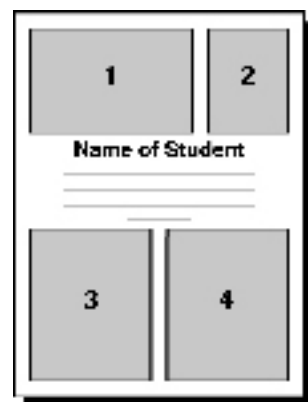
F-1



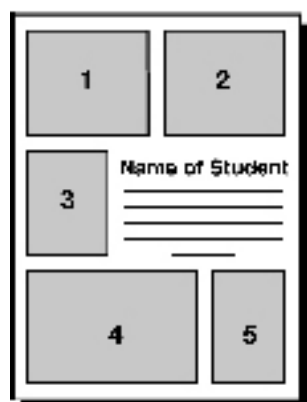
F-2



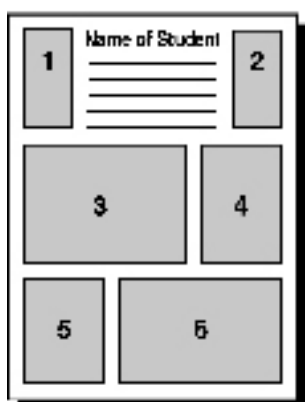
F-3



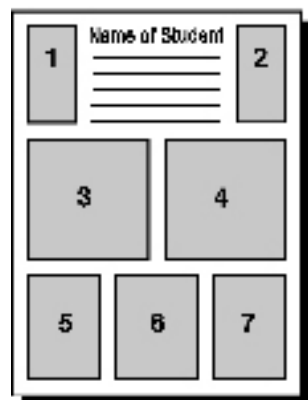
F-4



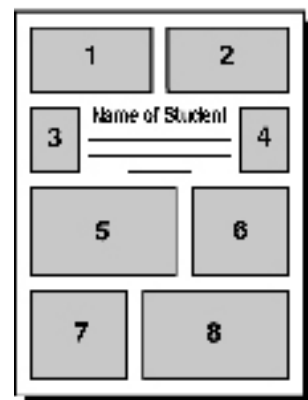
F-5



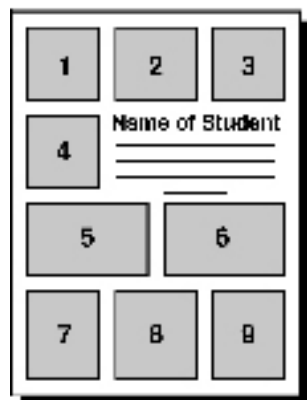
F-6



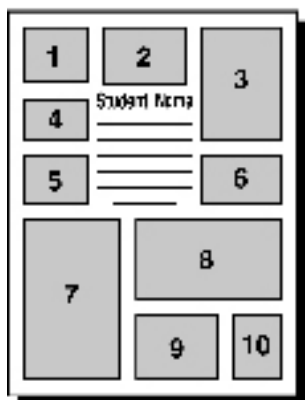
F-7



F-8



F-9



F-10

Ad Order Form

Please complete and return this contract (or a copy of it) with the photos, text, and payment for your ad.

Parent/Purchaser's Name _____

Student's Name _____

Address _____

City _____

State _____

Zip _____

Work Phone _____

Home Phone _____

Is this ad supposed to be kept secret from your student? Yes No

What is the best time and place to reach you if we have questions about your ad? _____

Types of Ads/Size – Check one design number and circle the price for that size ad. All ads are black and white.

Full Page

Before 10/10/11	Before 11/11/11
\$300	\$325

- F-1 F-2 F-3 F-4 F-5
 F-6 F-7 F-8 F-9 F-10

1/2 Page

Before 10/10/11	Before 11/11/11
\$150	\$175

- H-1 H-2 H-3 H-4 H-5

1/4 Page

Before 10/10/11	Before 11/11/11
\$75	\$100

- Q-1 Q-2 Q-3

Payment:

- Check included Money Order included

\$ _____ (amount enclosed) – make check or money order payable to

Centennial High School

Photo instructions, requests, comments:

Words/text to be included in your ad:

I agree to the terms and guidelines stated in this brochure.

(Customer Signature • Date)

(You may submit text on a separate sheet of paper.)

Mail or bring by the high school • Attn. SCOTT KENT Yearbook Adviser