Evergreen Wolf Tracks Yearbook Parent Ad information sheet

The 2015-16 Wolf Tracks Yearbook will have several pages of ads for parents wishing to place a message of congratulations for their student(s). This sheet, and the order form on the reverse, will answer many questions about the procedure. Please contact Jean at jean.reese@evergreenccs.org if you have questions or are ready to submit an ad.

Since there is a limited amount of space allotted, ads will be sold on a first-come, first-served basis. To reserve your space, you must deliver a completed order form, images, text, and payment. Please do not send in incomplete orders. Deadline for ads is **Friday, March 17, 2017**, unless the spaces are all reserved before that time.

Options for Creating an Ad
You can give us hard copies of the pictures and text, and we will make the ad for you. With this option, you can sketch your own layout on a separate sheet of paper and the yearbook staff will create your ad, or you can submit the materials and let the yearbook staff design it for you.

Guidelines for Creating Your Own Ad
To ensure that your image and text quality is suitable for offset printing, be sure that your design has adequate resolution. Create your layout to the dimensions of the ad you wish to purchase, with the resolution set to 300 ppi/dpi.

Do not use Microsoft PowerPoint or Microsoft Word to create the ad, as the export resolution for these programs is not high enough for offset printing. We recommend using Adobe Photoshop, Adobe InDesign, or Microsoft Publisher to create the ad.

Avoid grabbing images from the internet, as this resolution is usually too low, resulting in blurry, blocky pictures. It is best to use scans from original photos, or original picture files made with digital cameras.

When submitting the ad, include the original program file used to make the ad (.psd, .indd, .pub) as well as .jpg/.jpeg or .tiff format.
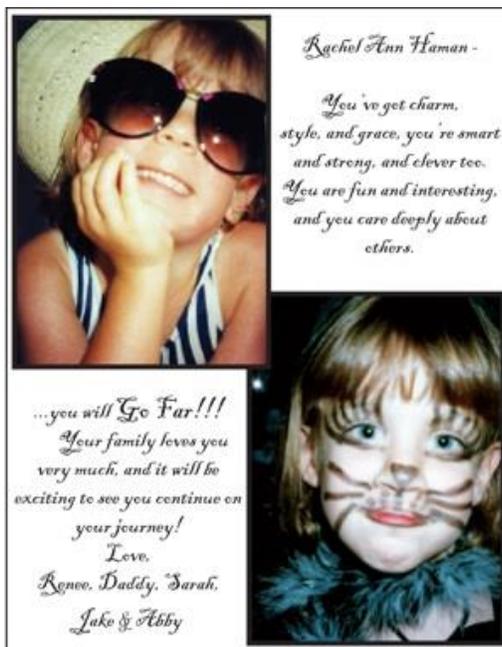
Evergreen Community Charter School Yearbook
2016-2017 Ad Order Form

Ads are first-come, first-served. To reserve your space, you must deliver a completed order form, images, text, and payment. Please do not send in incomplete orders.

STEP 1:

CONTACT INFORMATION:

Student Name(s):   Parent Name:

                                                                    Parent Email:

STEP 2:

SELECT AD SIZE (ALL ADS ARE IN COLOR):

AD SIZE	COST	PICTURE LIMIT	Height (in.)	Width (in.)
□ one-quarter page (tall)	$25	2 or less pictures	5.25	4.0
□ one-quarter page (wide)	$25	2 or less pictures	2.5	8.25
□ one-half page	$50	4 or less pictures	5.25	8.25

STEP 3:

SELECT HOW YOU WANT YOUR AD CREATED:

□ I will create my own ad.

Here's what we need…

Create the ad in Adobe Photoshop, Adobe InDesign, or Microsoft Publisher.

Start a new document and set the width and height to match your selected ad size. Set the resolution to 300dpi.

Create your ad and save the file in .jpeg/.jpg or .tiff format, as well as in the program file you used to create it.

Contact Jean at jean.reese@evergreenccs.org to deliver the completed ad.

□ Create the ad for me.

Here's what we need…

Your ad text: written on a separate sheet of paper and returned with this form or digitally in Word or text format.

Your ad photos:

Original printed photos may be submitted. (Label all photos on back!)

Printed photos may be scanned at 300 dpi and saved in either .jpeg/.jpg or a .tiff format.

Digital photos must be saved in either .jpeg/.jpg or a .tiff format.

Email text and photo files to Jean at jean.reese@evergreenccs.org

If you would like to design your own layout please draw the design on a separate sheet of paper.

If you want a special font used, designate a font name here:

If you want a font color other than black, designate a color here:

If you want the background to be a color other than white, designate a color here:

STEP 4:

COMPLETE ORDER AND SUBMIT:

□ I have attached a check made out to ECCS for the cost of the ad (your ad must be pre-paid).

□ I have included color selections/design/format (if necessary).

□ I have saved all digital files in the proper format and have included this form.

□ I have labeled all submission materials with my student's name.