

Langley High School Yearbook – The Shire – 2009 Senior Ad Order Form

Congratulate your graduating senior by purchasing an ad in the yearbook.

Senior Ads are **first-come, first-served**. Collection begins on **Monday, September 15, 2008** and will continue, as long as space is available, or until November 24, 2008, whichever comes first.

STEP 1:

CONTACT INFORMATION:

Student Name: _____

Parent Name: _____

Parent Email: _____

Parent Phone: _____

STEP 2:

SELECT AD SIZE (ALL ADS ARE IN COLOR):

AD SIZE	COST	PICTURE LIMIT	Height (in.)	Width (in.)
<input type="checkbox"/> one-eighth page	\$60	1 picture	2.5	4.0
<input type="checkbox"/> one-quarter page (tall)	\$125	2 or less pictures	5.25	4.0
<input type="checkbox"/> one-quarter page (wide)	\$125	2 or less pictures	2.5	8.25
<input type="checkbox"/> one-half page	\$250	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...

- Ad must be created on a windows-based computer.
 - 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 (**remember the picture limit**) and save the file in .jpeg/.jpg or .tiff format, as well as the native program file (ex. .psd for a file created in Photoshop).
- Burn the file to a CD-R using a method that allows it to be read on any computer.

Please 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 MS Word (.doc) or text (.txt) 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.
- Copy text and photo files to a CD-R.

- If you would like to design your own layout (where the pictures and text are placed), please draw the design on a separate sheet of paper.
- If you would like to choose one of our pre-designed layouts, please visit www.langleyyearbook.com to view the samples, then indicate which number here: _____
- If you want a special font used, designate a font name here: _____
- If you want a font color other than black, then designate a color here: _____
- If you want the background to be a color other than white, then designate a color here: _____

STEP 4:

COMPLETE AND SUBMIT:

- I have completed steps 1, 2 and 3.
- I have attached a check made out to Langley High School for the cost of the ad (your ad must be pre-paid).
- I have included color selections/design/format on the form (if necessary).
- I have saved all digital files to a CD-R in the proper format and have included the disk with this form.
- I have labeled all submission materials with my senior's name.

Please contact the yearbook business editor Michelle Anthony with any comments or concerns at langleyyearbook09@gmail.com.

Place all materials in a single envelope and be sure everything is labeled with your student's name.

Senior Ads may be hand delivered to the main office or mailed to the following address:

Langley High School, YEARBOOK OFFICE, 6520 Georgetown Pike, McLean, VA 22101

Senior Ad Information Sheet

Parents wishing to place a message of congratulations in this year's yearbook should begin gathering and submitting materials. This sheet, and the order form on the reverse will answer many questions about the procedure. Please contact the yearbook staff at LangleyYearbook09@gmail.com if you need further assistance.

Many thanks,
2009 Shire Staff

- There is a new procedure for Senior Ad submissions this year! Since there is a limited amount of space allotted, Senior Ads will be sold on a **first-come, first-served** basis.
- We'll begin collecting Senior Ads on **Monday, September 15, 2008**. The sale will continue, as long as space is available, or until November 24, 2008, whichever comes first. If the ad space has sold out, an announcement will be posted on the Langley Website that the sale is over. No ads will be accepted after November 24, 2008... **please**, no exceptions.
- Priority will be given to ads created by parents for their individual students, and ads for teams or groups of friends will be accepted only if space permits. The maximum amount of ad space per senior is one-half page. If parents, grandparents, or siblings wish to purchase more than one ad, then the half page may be divided into separate ad spaces.
- The decision to move the deadline up, and to spread it out rather than to collect all on one day was made for several reasons. Mainly, the enormous number of submissions sent in last year was more than the staff could manage in a short period of time. Meeting the publishing deadline proved to be very difficult. This new schedule will give the new staff members time to learn the ad creation process and allow us sufficient time to catch and correct errors.

Options for Creating a Senior Ad

- You can design and create your own ad digitally and burn it to a CD. See guidelines below.
- You can give us hard copies of the pictures and text, and we will make your ad for you. With this option, you can choose one of our pre-designed layouts, or sketch your own layout on a separate sheet of paper.

Pre-designed Layouts

- Please visit our website at www.langleyyearbook.com to view sample designs.

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 burning your files to a CD, include the original program file used to make the ad (.psd, .indd, .pub) as well as .jpg/.jpeg or .tiff format.

Order Form on Reverse