

CLASS OF 2016 SENIOR YEARBOOK ADS

It's amazing how quickly they grow up...

The Techniques Yearbook staff at TJHSST is now accepting orders for personal ads in the 2016 yearbook, so it's time to choose photos and start working on your message of congratulations, pride and love.

Group ads are also available for purchase at the half page and full page size. Consider joining with other parents and/or booster parents to create ads that honor your senior's involvement in school activities like band or tennis or to commemorate a special group of senior friends. Perhaps your child is still close with the kids they went to kindergarten with or they have a special bond with their youth group. Don't miss out on this opportunity to show your son or daughter how much you care.

Sharing your pride is easy:

1. Decide which size ad and which design you want.
2. Collect the photos you want to use and compose the message to fit the ad space.
3. Read all instructions for ad submission.
4. Complete the Ad Order Form; send it in with payment, photos (unless you choose to submit them digitally - see instructions for more information) and your message.

Space is limited. Ads will be accepted in the order in which they are received.

PLEASE ORDER BY **OCTOBER 19** TO GUARENTEE YOUR SPOT.

Full Page Ads

- Approximate dimensions: 8 1/2" wide x 11" high
- No more than 12 photos and a brief message

4 Unit Ads

- Approximate dimensions: 4" wide x 5" high
- No more than 4 photos and a brief message

Half Page Ads

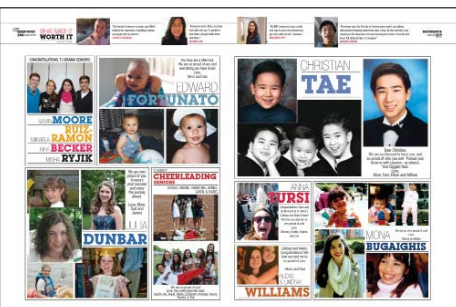
- Approximate dimensions: 8 1/2" wide x 5" high
- No more than 6 photos and a brief message

2 Unit Ads

- Approximate dimensions: 4" wide x 2 1/2" high
- No more than two photos and a brief message

1 Unit Ads

- Approximate dimensions: 2" wide x 2 1/2" high
- One photo and a brief message



Senior Yearbook Ad Order Form

Save up to \$50 - order before October 19!

Please complete and return this advertising contract with payment and the photos and text for your all-color yearbook ad.

Parent/Purchaser's Name _____

Student's Name _____

Street Address _____

City / State / Zip Code _____ Daytime Phone _____

Is this ad supposed to be kept confidential? yes no E-mail Address _____

Please make check payable to TJHSST Publications

Full Page Color AD
orders received by Oct. 19 = \$ 400
orders received Oct. 15-Dec. 1 = \$ 450

Half Page Color AD
orders received by Oct. 19 = \$ 200
orders received Oct. 15-Dec. 1 = \$ 230

4-Unit Color AD
orders received by Oct. 19 = \$ 100
orders received Oct. 15-Dec. 1 = \$ 130

2-Unit Color AD
orders received by Oct. 19 = \$ 75
orders received Oct. 15-Dec. 1 = \$ 100

1-Unit Color AD
orders received by Oct. 19 = \$ 40
orders received Oct. 15-Dec. 1 = \$ 50

Copy/Text to be included in your ad:

Photos instructions, requests, comments:

YES! I would like to reserve ad space in the 2016 Techniques Yearbook.

SIZE: Full Page Color AD 2-Unit Color AD
Circle Half Page Color AD 1-Unit Color AD
one 4-Unit Color AD

Questions?

The yearbook staff is happy to answer your questions and assist with the senior ad process. Please email tj.yearbook@gmail.com and we will answer your questions or arrange a time to meet in person.

INSTRUCTIONS FOR AD SUBMISSION

- Select the ad size you wish to purchase; then, submit text and photos via email, and payment made out to TJHSST Publications. Mail to 6560 Braddock Road, Alexandria, VA, 22312.
- Changes may be made to these designs with prior approval of the yearbook adviser and/or editor.
- Copyrighted material, such as song lyrics or poems may NOT be used

Photos

- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the ad you chose. If you include extra pictures, our staff will decide which one(s) to exclude.
- Decide which picture you want in which photo block in the design. A vertical photo block requires "up and down" images and horizontal photo blocks require "left to right" images.
- We will choose a font for the copy when we design your ad. We will correct grammar, punctuation and spelling errors unless otherwise instructed.
- Take into account the size of your ad

Submitting Digital Photos:

- Save photos at resolution of 300 dpi.
- Files must be in .tiff or .jpeg formats.
- The name of the file should be the senior's name followed by the photo block number in which you want the picture to appear. (John Smith picture #1 = jsmith1.jpg).
- Submit your photos by emailing them to tj.yearbook@gmail.com

Submitting Traditional Photos:

- Write the photo block number in which you want the picture to appear on a Post-it note and attach it to the back of each picture. If you do not number the photos, our staff will place the photos attractively.
- DO NOT send original copies of any

photo you value; while we will do our best to return photos to you in the Spring, we cannot guarantee its return. Instead, submit a photo quality copy of any picture you cannot replace (CVS, Target and Costco all make professional quality copies). We do not recommend computer generated ink jet photo images and cannot be held responsible for the quality of the reproduction if you submit a photo in this manner.

- We cannot use photos which have been cut, glued or taped to paper.
- Please DO NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems that may arise.