

Advertising Order Form-----PDA

Hartland High School Yearbook Staff
10635 Dunham Road, Hartland, MI 48353
(810) 626-2343 Yearbook Office
Email: yearbook@hartlandschools.us
Web site: www.hartlandyearbook.us

As part of your student's yearbook, a PDA ad will stand as a testament for years to come. To place an ad, fill out this form and provide all photos and/or layouts to the yearbook staff by the deadline.

Deadline is Tuesday, November 23, 2010.

Make sure all checks are made payable to Hartland High School. Mail or bring check, this form, and copy of the ad to the address above or to Mr.Wabel at the high school.

Advertising Design Tips:

- Please do not send us priceless photos. Care will be taken to make sure photos are returned, but sometimes photos can be lost or damaged.
- Place your student's name lightly in ball point pen on the back of each photo.
- Do not cut, glue or tape any photos. Send them loose.
- Simplicity is the key to effective design. Don't cram the ad with photos and lengthy messages. *More photos can be allowed if ad is fully designed and submitted in .psd, .jpg, or .tif format at 300 dpi resolutions.
- Communicate your design by sketching it out and numbering each photo where it should be located
- To avoid issues with software compatibility, send a hard copy of your ad and let the yearbook staff recreate it.
- The yearbook staff reserves the right to reject photos or text, or to ask the customer to make changes.
- Artwork needs to be submitted in the exact size it will appear.

Remember all ads are in full color!

Prices:

Full Page: \$330
Half Page: \$230
1/4 Page: \$170
1/8 Page: \$110

If you buy an ad for \$170 or more, you receive an \$11.00 discount on a yearbook order. If you ordered a book at registration the \$11.00 will be discounted from the ad. -This discount is only available to contracts submitted on or before Tuesday, Nov. 23, 2010!

Please type all text, **DO NOT tape, cut, or glue photos!!**

Attach ad pictures and information to this form or include in one envelope.

Half Page Perfect for two photos Horizontal Space Dimensions: 8"W x 5.5" H 10-12 photos max	
1/4 Page Perfect for one photo Vertical Space 4"W x 5.5" H 6-8 photos max	1/8 Page Small photo Small Text Horizontal space 4"W x 2.5" H 3-4 photos max
Full page Perfect for several photos Vertical Space 8"W x 10.5" H 20 photos max	

Student's Full Name _____

Contact Name _____

Address _____

Daytime Phone (_____) _____ Evening Phone (_____) _____

Your Signature _____

AD SIZE- _____

SURPRISE- YES/ NO

Payment- Check # _____ Cash _____