



The Charger Yearbook Ads

Final ad sales deadline will be December 11, 2015. Images are due by December 18, 2015 by email or mail.

Student or Club Name _____

Purchaser's Name _____

Email Address _____

Phone Number _____

Address _____
Street Address

City State Zip Code

Ad Sizes and Costs (check your choice)

Full Page.....\$250
Max 10 photos
Up to 300 words

1/2 Page.....\$180
Max 5 photos
Up to 150 words

1/4 Page.....\$125
Max 3 photos
Up to 75 words

1/8 Page.....\$75
Max 1 photo
Up to 50 words

*Additional photos and reaching over word count is contingent upon space availability

Message

Write your message here or email it to rhema.hill@cfisd.net

Order

Please see reverse side for important ad information.

Would you like to keep your child's ad a surprise? YES
NO

of photos enclosed _____

Any additional information to be used in designing the ad (color scheme, nickname, etc.):

Complete orders can be dropped at the front office, brought to room 1866 or **mailed to** Cypress Ridge Journalism Department, 7900 N Eldridge Pkwy, Houston, TX 77041.

rhema.hill@cfisd.net
281.807.8074

For office use only
Date of purchase _____
Money Order # _____
Receipt number _____



DESIGN

The yearbook is designed using Photoshop CS6 and InDesign CS6. The yearbook staff will design your ad for you. If you have specific design ideas or requests, please include a sketch and we will do our best to accommodate your wishes. Please indicate if you want photographs to be black and white; otherwise, all color photos will be printed in color.

PHOTO REQUIREMENTS

- All photos must be a duplicate, no original (photos will not be returned). No copies from ink jet, laser or digital printers.
- We recommend you scan your original image(s) and burn it to a CD. This service is provided at many local photo developing centers.
- Digital or scanned photos must be **300 dpi JPEG format** submitted on non-returnable CD's.
- To insure the best quality, avoid cutting or cropping photos.
- NO collages or pre-drawn ads will be accepted.

STUDENT PUBLICATIONS

- In buying this ad, the buyer is aware the ad is a student created product in an academic production class. Errors can and will occur.
- The school, administration, adviser, faculty, students, publisher, or photo studio(s) are not libel for errors, missing information, photos or lost materials.
- Digital media or technology malfunctions can and will occur causing lost data. No refunds or reprints will be made.

COPYRIGHT LAWS

- Copyright laws require all quotations be credited by original author or be quoted by "Author Unknown."
- A maximum of 4 lines of a copy written song, poem, etc. may be printed without authorial consent and must remain in the original text. Material written prior to 1920 is exempt (i.e. Shakespeare, Bible verses, ancient Greek words).



All orders must be placed by December 11, 2015.

Images must be submitted by December 18, 2015.

