

McCluer High School

CREST YEARBOOK

1896 South New Florissant Rd.

Florissant, MO 63031

506-9394

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

The Crest staff at McCluer is now accepting orders for personal ads in the 2012 yearbook, so it's time to choose photos and start working on your message of congratulations, pride and love.

Sharing your pride is easy:

1. Decide which size ad and which design you want using the guide included with this information.
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 and your message.

The deadline for receipt of completed ad materials is **December 16, 2011**. The Crest staff cannot guarantee that space will be available after that date. Ads will be accepted in the order in which they are received. Ad materials received after the pages are filled or after the due date will be returned immediately.

The yearbook staff is pleased to offer you this opportunity to honor your student and to support the 2012 McCluer yearbook.

Instructions for Ad Submission

- Select the desired ad size; then, using the sample layouts enclosed, choose the design number within that size that you would like for your student's yearbook ad.
- DO NOT send original copies of any photo you value and cannot replace; we cannot guarantee its return. Instead, submit a photo quality copy of the photo (300 dpi minimum). We do not recommend ink jet photo images on plain white paper 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.

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 without notifying you.
- Decide which picture you want in which photo block in the design. A vertical photo blocks require "up and down" images and horizontal photo blocks require "left to right" images.
- Using a pencil, write softly on the back of the picture the photo block number in which you want the picture to appear. If you do not number the photos, our staff will place the photos attractively.
- Please DO NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems that may arise.

Text

- The words you want to include in your ad are called "copy." Please write (print) your copy legibly on the ad order form, or you may type or print it on a separate sheet and attach it to the order form.
- We will choose a font/typeface 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 when writing your message to your student. A large quantity of text in any ad will end up being set in small type which may not be easy to read.

Ad Order Form

Please complete and return this advertising contract (or a copy of it) with payment and the photos and text for your 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 _____

Types of Ads/Size

Full: Color: \$250 Your choice of ad design: F-1 F-2 F-3 F-4

Half: Color: \$150 Your choice of ad design: H-1 H-2 H-3 H-4

Quarter: Color: \$80 Your choice of ad design: Q-1 Q-2 Q-3 Q-4 Q-5 Q-6

Eighth: Color: \$40 Your choice of ad design: E-1 E-2 E-3 E-4 E-5 E-6

Sixteenth: Color: \$20 Your choice of ad design: S-1 S-2 S-3 S-4

Payment

Cash included Check included Money Order included Amount enclosed \$ _____

Make check or money order payable to MCCLUER HIGH SCHOOL.

Photos: Instructions, requests, comments

Copy/Text: to be included in your ad:

*If more space is needed, please attach another sheet of paper.

**ALL SUBMITTED COPIES OF PHOTOS WILL BE RETURNED TO ADDRESS LISTED ABOVE.
No returns will be made until 2nd semester.**

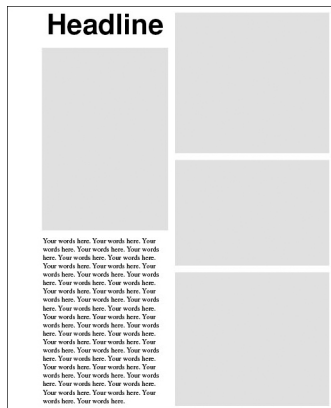
I agree to the terms and guidelines stated in this contract: _____

Customer Signature

Date

Full Page Ads--\$250

- Approximate dimensions: 8 1/2" wide x 11" high
- Refer to the number below each design to identify which layout you wish to use



F-1



F-2



F-3



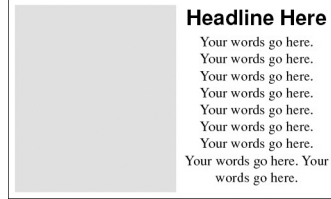
F-4

Half Page Ads--\$150

- Approximate dimensions: 8 1/2" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use



H-1



H-2



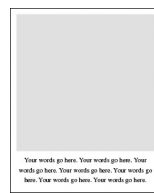
H-1



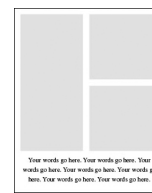
H-2

Quarter Page Ads--\$80

- Approximate dimensions: 4" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use



Q-1



Q-2



Q-3



Q-4



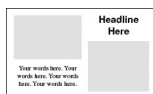
Q-5



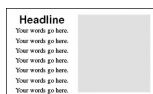
Q-6

Eighth Page Ads--\$40

- Approximate dimensions: 4" wide x 2 1/2" high
- Refer to the number below each design to identify which layout you wish to use



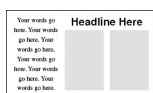
E-1



E-2



E-3



E-4



E-5



E-6

Sixteenth Page Ads--\$20

- Approximate dimensions: 2" wide x 2 1/2" high
- Refer to the number below each design to identify which layout you wish to use



S-1



S-2



S-3



S-4

*Ad size may vary depending on design/size of book. All dimensions are approximate.