

**Due:
December
18th**

St. Joseph Lance High School Yearbook

4120 S. Bradley Road

(805) 937-2038

Dear Senior Parents:

Our 2009-2010 yearbook will once again be featuring a section entitled "Senior Parent Pages." These ads give you the opportunity to express your love, pride, and congratulations to your son or daughter at this very important time in their life. Ads are available in the following sizes for the prices shown:

Ad Sizes	
1/2 Page.....	\$180
1/4 Page.....	\$90
Business Card	\$50

Ad Placement:

All ads are sold on a "first come, first serve basis" until the ad pages in the yearbook are full. Therefore, we encourage you to place your ad early to ensure a place in the 2010 Lance Yearbook.

Designs, Guidelines & Ordering:

On the following page, are the available ad layouts you may use for your student's Senior ad. An order form is on page 3, and specific guidelines and instructions for submission of the ad, photos and words you want included in your ad are on the back of this mailer. Please make sure to read the guidelines and instructions section before submitting your ad.

Ad Suggestions:

Baby photos or school and candid photos are suggested. Black & white, and color photos may be submitted. They can also be reduced or enlarged as necessary. Photos must have the name on the back in order to have them returned in June.

Deadline:

The order form, photos, text and payment for your child's ad are due on Friday, December 18, 2009. Please submit all items to St. Joseph High School, Attention: Mrs. Durnin.

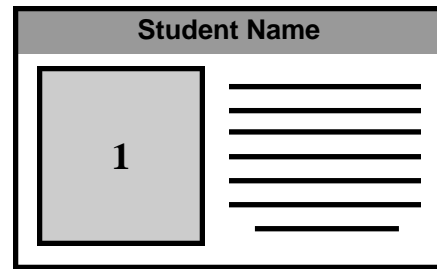
Thank You!

We thank you for your patronage! If you have any questions, please contact Lorie Durnin at 937-2038 ext. 131

SJHS Lance Yearbook Staff

Eighth Page Ad

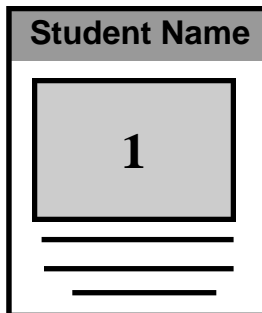
- Dimensions: 4 inches wide x 2 1/2 inches
- Refer to the number below each design to identify which layout you wish to use.



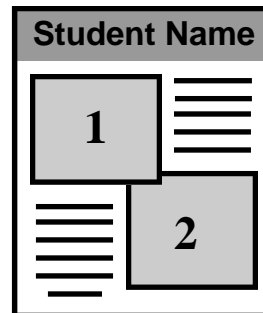
E-1

Quarter Page Ads

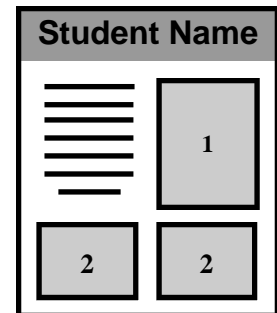
- Dimensions: 4 inches wide x 5 inches
- Refer to the number below each design to identify which layout you wish to use.



Q-1



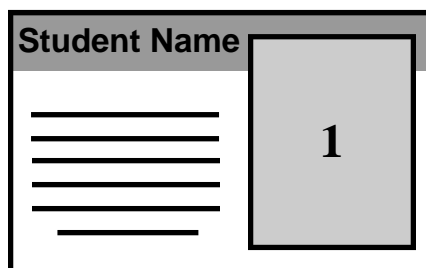
Q-2



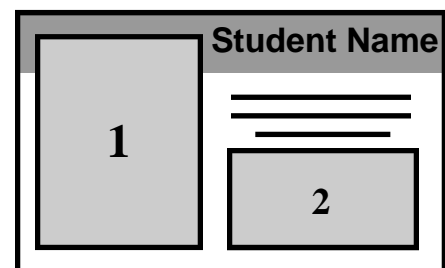
Q-3

Half Page Ads

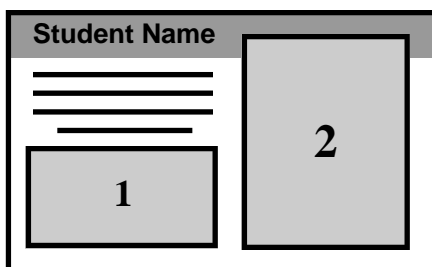
- Dimensions: 8 inches wide x 5 inches
- Refer to the number below each design to identify which layout you wish to use.



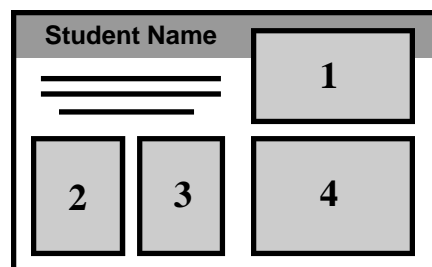
H-1



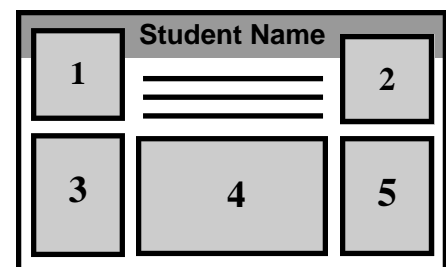
H-2



H-3



H-4



H-5

Ad Order Form

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

Parent/Purchaser's Name

Student's Name

Address

City

Zip Code

Work Phone

Home Phone

What is the best time and place to reach you if we have questions about your ad? _____

Types of Ads/Size

- Check one design number and circle the price for the size ad.

Ad Prices

1/2 Page..... \$180

H-1

H-2

H-3

H-4

H-5

1/4 Page \$90

Q-1

Q-2

Q-3

1/8 Page \$50

E-1

Payment:

Cash Included

Check Included

- make check payable to: St. Joseph HS

\$ _____ (amount enclosed)

Photo instructions, requests, comments:

Words/text to be included in your ad:

(You may submit text on a separate sheet of paper)

St. Joseph High School
Lance Yearbook
4120 S. Bradley Road
Santa Maria, CA 93455



Guidelines & Instructions for ad submission

- Select the ad size you wish to purchase; then, using the sample layouts on page 2, choose the design number within that size that you would like used for your son or daughter's Senior ad in the yearbook.

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. Remember that vertical picture boxes require "up-and-down" images and horizontal boxes need "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 use its discretion to place the photos attractively.
- We will enlarge or reduce your photos as necessary. We will also "crop" (focus on key parts of) the picture to is best advantage. The photos will NOT be cut.

- We do not recommend computer generated inkjet photos on plain paper and cannot be held responsible for the quality of their reproduction if you submit a photo in this manner. However, you may submit your ad as a digital image (JPEG and PSD images are acceptable)
- We cannot use photos which have been cut into circles.
- You MAY submit collages. Although they don't always produce well. We ask that your collage be the exact dimensions required. Please tape or glue your photos to a white piece of paper.

Text:

- The word you want to include in your ad is called "copy." Please write (print) your copy legibly on the order form, or you may type or print it on a separate sheet and attach it to the form.
- We will choose a font (typeface) for your copy, when we compose your ad. We will also correct punctuation and spelling errors. Therefore, if a word needs to be spelled a certain way, make sure we know it.
- Take into account the size of your ad when writing your message to your son or daughter. A large quantity of text in any ad will end up being set in very small type which may not be easy to read.