

Albert Leonard Middle School

2019 Leopard Ad Order Form

Straight from the heart and into the yearbook! On behalf of our yearbook staff and Jostens, we are offering the opportunity to “personalize” the yearbook in a very special way with a yearbook ad. Space is available to congratulate your graduate and tell him or her how proud you are! To reserve your space, follow the guidelines below.

The ad and payment deadline is **November 16, 2018**.

No orders will be accepted after this date.

This year, with the help of Jostens, we are able to provide you with additional assistance in creating your child’s ad, there are 3 ways to have your ad created.

Please read them carefully and decide which option is best for your needs.

Option 1 Jostens Ad Services: Create your ad on-line by uploading/mailling in your pictures and choosing a professionally designed template. Go to www.Jostensadservice.com to get started. **If you need help you can call Jostens at 1-800-358-0800 and they will walk you through the process and provide helpful information.**

Option 2 Create Your Own Ad: Create it yourself by pasting pictures and text onto an 8.5 x 11 piece of paper or by using a computer design program to create a pdf file. Be aware of the dimensions of your ad and make your ad according to the correct size. Please fill out the order form on page 3 and provide the necessary information requested. Some advice and tips are located on page 3 for this option.

Option 3 Have Ms. Breslin Make Your Ad: Have your ad created for you by our yearbook advisor. Please fill out the order form on page 3 and provide the necessary information requested. Some advice and tips are located on page 3 for this option.

Guidelines:

- * The yearbook staff reserves the right to reject photos or text or ask the customer to make changes to conform to the staff’s standards.
- * Copyrighted artwork, including Disney & cartoon characters and song lyrics cannot be printed in your ad.
- * Do not staple, fold, or place tape on any advertising materials or pictures

2019 ALBERT LEONARD AD FORM

For Option #2 and #3: Fill out the form and provide the materials requested below:

- 1) This Order Form
- 2) Completed Ad or Ad Photo(s) and text
- 3) Check Payable to ALMS Yearbook

Student Data:

Student's Name

Address/City/State/Zip

Parent/Guardian Signature and Printed Name

Email Address (Need to confirm Ad Receipt)

Home/ Cell Phone Numbers

PRICING FOR COLOR ADS

(PLEASE CIRCLE ONE)

FULL PG (11" HIGH X 8 1/2" WIDE)	\$325
1/2 PG (5 1/2" HIGH X 8 1/2" WIDE)	\$225
1/4 PG (5 1/2" HIGH X 4 1/4" WIDE)	\$125
1/8 PG (2 3/4" HIGH X 4 1/4" WIDE)	\$75

PRICING FOR BLACK & WHITE ADS

(PLEASE CIRCLE ONE)

FULL PG (11" HIGH X 8 1/2" WIDE)	\$255
1/2 PG (5 1/2" HIGH X 8 1/2" WIDE)	\$155
1/4 PG (5 1/2" HIGH X 4 1/4" WIDE)	\$75
1/8 PG (2 3/4" HIGH X 4 1/4" WIDE)	\$50

PAYMENTS:

\$ _____ Total Amount Paid
_____ Check Included
Check # _____
_____ Cash Included
(Do Not Mail Cash)
_____ Money Order Included

MAIL or DELIVER TO:

Albert Leonard Middle School
c/o Mary Claire Breslin - Yearbook Advisor
25 Gerada Lane
New Rochelle, NY 10804

DUE: NOVEMBER 16, 2018

HELPFUL TIPS

Option 2 Create Your Own Ad Tips:

- * Computer-designed ads should be saved in a PDF format. We recommend using Adobe Photoshop or equivalent program.
- * If you do not have access to the above programs and must use any of the Microsoft programs (Publisher, Word, or Powerpoint), then after you create your ad you **MUST** save it as a **PDF** in order for the print quality to be good enough. To do this, go to 'File' – 'Print' and choose 'Adobe PDF' as your printer. This does not print it actually saves the file as a PDF.
- * Pay attention to the dimensions of the Ad you are purchasing. Full Page and Quarter Page Ads should be taller and Half Page and Eighth Page Ads should be wider. Failure to make your ad at the correct dimensions can cause problems with printing your ad correctly so please follow the correct size dimensions. Making a square ad will not dimensionally fit for any ad size.

Option 3 Directions for Ms. Breslin to Create Your Ad:

- 1) Fill out the order form and select your ad size.
- 2) Gather your pictures and label them with your child's name, address and phone number.
- 3) Type up your text and print it out to be included with your ad.
- 4) Mail or Drop off payment and all materials to the address provided on the order form. **DO NOT MAIL CASH**
Be sure that you send everything in time for it to arrive to the school by the deadline.

Hard Copy Photo Submission Guidelines:

- *Please **do not** submit images printed from your home ink-jet printer as quality will suffer. If you must a photo-quality copy should be submitted.
- *Please **do not** cut/crop you pictures before submitting them
- *Please **label** every picture you are submitting. The best way to label a picture is to write it on a piece of paper and then tape that paper to the image, please print clearly. Writing directly on a photo might show through on the picture so this is not recommended
- *The yearbook staff and Jostens do not accept responsibility for lost or damaged photos and cannot guarantee that they will be returned.

Digital Image Submission Guidelines:

- * If you are scanning your images set your scanner to a minimum resolution of 300dpi. Many scanners are not set to this automatically so please adjust accordingly.
- * Images should be jpg files and be a minimum of 300kb. Most scanners will produce jpg files but we will also accept a pdf file if this is easier.
- * Old digital cameras were not as advanced and may have been set to take very small pictures, please check the size of your image by clicking on its properties and making sure it is above 300kb.
- * New digital cameras have the ability to take very large pictures but only if they are set correctly so please make sure they are set correctly.

