

YEARBOOK AD 2018

Attention Parents and Students,

The Homestead High School yearbook has a long tradition of featuring grad ads and tribute pages of graduating seniors, as well as student groups and teams.

If you would like to purchase an ad space in the 2018 yearbook, please follow the directions below, or visit the yearbook website at www.hhspegasus.com:

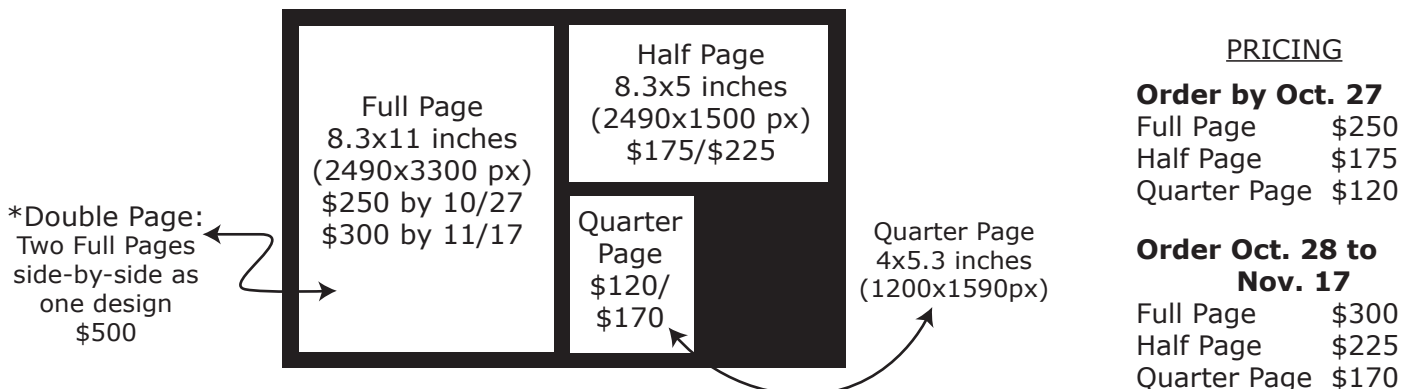
1. Complete this form with the necessary information on the opposite page 2. Check all that applies.
2. If you wish, you may design your own ad incorporating the design elements and photos you desire. Please follow these guidelines when creating the ad yourself:
 - **300dpi resolution** for the actual ad and/or images in **.jpg, .tif, or .pdf** file format
 - Please include the ad (and all design elements, text, and photos used in the ad) on a disc or thumb drive and drop it off in Room F-103 at Homestead or in Mr. Edmond Kwong's mailbox at school. You may also send it electronically via email or cloud drive.
3. If you wish the yearbook staff to design your ad, please create a mockup/sketch of how you want the ad to appear, showing the placement of photos and text. Please label the pictures for easy identification. We accept mockups in digital (**.jpg, .tif, or .pdf**) and paper formats. You may use any combination of photographs and text as long as you comply with the ad guidelines on page 2. The yearbook staff will contact you to schedule an appointment to work on the design with you.
4. Please **DO NOT cut up, crop or resize** photos! The staff will enlarge, reduce, and crop your original photographs to suit the ad design. Please take off any stickers, labels, or anything else obscuring your photos before you submit them. Digital photos are preferred. The yearbook staff can also scan your photo prints. Please make sure digital photos are in high resolution (a 4x6 inch photo must be **at least** 1200x1800 pixels or 2.16 MP). Do not reduce the size of your photos if they are larger than this.

CAUTION: Keep in mind that if you submit photos that are low quality, damaged, or pixilated, the yearbook staff will try their best to restore the quality on the actual ad but there is no guarantee that the picture will be any better than the print or image file you submitted. Therefore, we strongly recommend that you bring in high quality pictures in a digital format to ensure the best quality in the yearbook ad.
5. See diagram below for the ad sizes available and prices. The "Order by" date is for placing your order by submitting this completed order form with payment in order to reserve the space in the yearbook. Submitting photos and ad materials with your order will be ideal but not required at time of "order".

Early Bird orders are due by Friday, October 27, 2017
Final order deadline is Friday, November 17, 2017

Please make checks payable to HHS Yearbook.

Submit all forms with payment to Mr. Edmond Kwong's mailbox, located in the main office.



Name of purchaser: _____ Phone: _____

Email: _____

Name(s) of student(s): _____

Size: Full Page \$250/\$300 Half-Page \$175/\$225 Quarter Page \$120/\$170 *Double-Page (2 full pages) \$500 (One ad)

I would like to make an appointment with a staff member for assistance with my ad layout.

Convenient day and time: _____

Special Notes: _____

GUIDELINES AND POLICIES

As representatives of the Homestead High School, the yearbook staff requires advertisers to comply with the following guidelines regarding content for both personal and business ads:

- All ads must be legible and in English, unless the passage is translated into English where a Homestead staff member can verify that it has been properly translated. Only standard abbreviations, initials, and acronyms will be permitted. Text codes, inside jokes, slang, or any other codes and nicknames will not be accepted.
- Collages, unqualified color copies, digital images, or "cut and paste" ads CANNOT be accepted due to poor print quality. The yearbook staff will readily provide assistance in finding alternative techniques and methods.
- All photos can be picked up or will be returned by the end of the year.
- For the tech-savvy individuals, please coordinate with yearbook staff or adviser Edmond Kwong for the proper handling of digital images and files.
- By law, copyrighted material cannot be published unless you are its owner. As part of a public institution, we are prohibited from printing materials that are obscene, libelous, and disruptive to the normal school process or that unnecessarily involve the publication in religion. No ads containing any type of discrimination (race, religion, sex, etc.) or with intent to harm others will be accepted.
- All photo choices are final. [Warning: Please be careful when choosing photos! A LOT CAN HAPPEN WITHIN A YEAR!] Select your photos carefully. Once the ad is submitted, you cannot change the photos.
- The Homestead High School yearbook staff reserves the right to censor, revise, edit, or reject any advertisement based on violation of the above guidelines and policies.

I have read and will act in accordance with the information outlined in the advertisement guidelines and policies.

Customer Signature: X _____ Date: _____

FOR STAFF USE ONLY:			
Salesperson: _____	Date Received: _____	CASH	CHECK
# of photos: _____	Other Materials: _____		

For more information or questions:
Please send email to **HHSYearbookAds@gmail.com**
And copy adviser Edmond Kwong at **edmond_kwong@fuhsd.org**
or visit **www.hhspegasus.com**

