

# Springbrook High School

## Yearbook Ad Sales

### 2012 Trident

201 Valley Brook Drive  
 Silver Spring, Maryland 20904  
 Phone: 301-989-6074

**Congratulations** on your son or daughter becoming a senior at Springbrook High School! The 2012 *Trident* yearbook staff is now accepting orders for senior ads. These ads give you the opportunity to express your love, pride, and congratulations upon your son's or daughter's high school graduation.

Ads are available in the following sizes for the prices shown Senior ads will be in full color!:

#### Color Ads

Full Page .....	\$300
1/2 Page .....	\$175
1/4 Page .....	\$95
1/8 Page.....	\$50

#### Designs, Guidelines & Ordering:

Below and on the next 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 Placement:

All ads are sold on a "first come, first served" basis until the ad pages in the yearbook are full. We encourage you to place your ad order early to ensure a place in the 2012 *Trident*.

#### Deadline:

The order form, photos, text, and payment for your student's ad are due on **Friday, December 2, 2011**. Everything to be included in the ad must be at the school in Mrs. Borrelli's hand or mailbox by 3:00 p.m. on that date.

#### Thank You!

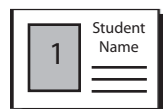
We thank you for your patronage! The *Trident* yearbook staff depends on your support in this endeavor to produce a successful yearbook.

If you have any questions concerning an ad, please call the school office at (301) 989-6074.

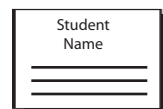
*Springbrook Trident Yearbook Staff*

## Eighth Page Ads

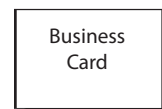
- Approximate dimensions: 3-3/4" wide x 2-3/4" high
- Refer to the number below each design to identify which layout you wish to use for your student's ad; Half Page and Full Page ad designs are on the next page.



E-1



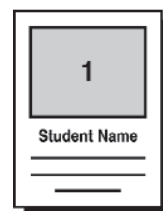
E-2



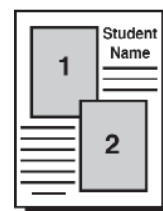
E-3

## Quarter Page Ads

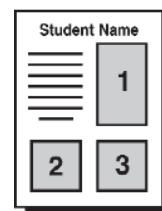
- Approximate dimensions: 3-3/4" wide x 5-1/4" high
- Refer to the number below each design to identify which layout you wish to use for your student's ad; Half Page and Full Page ad designs are on the next page.



Q-1



Q-2



Q-3

# Half Page Ads

- Approximate dimensions: 8-1/4" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use for your student's ad.

H-1

H-2

H-3

H-4

H-5

# Full Page Ads

- Approximate dimensions: 8-1/2" wide x 11" high
- Refer to the number below each design to identify which layout you wish to use for your student's ad.

F-1

F-2

F-5

F-6

F-7

F-8

F-9

F-10

F-12

F-14

# 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

State

Zip

Work Phone

Home Phone

Is this ad supposed to be kept secret from your student?  Yes  No

## Types of Ads/Size – Check one design number and circle the price for that

Full Page.....\$300.....

Design #:  F-1       F-2       F-5       F-6       F-7  
 F-8       F-9       F-10       F-12       F-14

1/2 Page.....\$ 175.....

Design #:  H-1       H-2       H-3       H-4       H-5

1/4 Page.....\$95.....

Design #:  Q-1       Q-2       Q-3

1/8 Page.....\$50.....

Design #:  E-1       E-2       E-3 (Business Card only)

Payment:  Cash included  Check included

\$ \_\_\_\_\_ (amount enclosed) – make check payable to Springbrook High School

Photo instructions, requests, comments:

Words/text to be included in your ad:

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I agree to the terms and guidelines stated in this brochure.

(Customer Signature • Date)

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

# SPRINGBROOK SENIORS PARENTS OF

ATTENTION:

Springbrook High School  
*Trident Yearbook*  
201 Valley Brook Drive  
Silver Spring, MD 20904

## Guidelines & Instructions *for ad submission*

- Select the ad size you wish to purchase; then, using the sample layouts on pages 1 and 2, choose the design number within that size that you would like used for your student's senior ad in the 2011 *Trident* yearbook. Changes may be made to these designs with prior approval of the yearbook advisor and/or editor.

### 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. **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 its best advantage.
- **Do not send the original copy of any photo you value;** we cannot guarantee its return. Instead, submit a *photo quality* copy of

any picture you cannot replace. *We do not recommend computer generated inkjet photo images on plain paper and cannot be held responsible for the quality of their reproduction if you submit a photo in this manner*

### Text:

- The words you want to include in your ad is 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 form.
- We will choose a font (typeface) for your copy when we compose your ad. We will also correct grammar, 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 child. A large quantity of text in any ad will end up being set in very small type which may not be easy to read.

*The Trident yearbook staff reserves the right to change or rearrange any ad which is not appropriate for the yearbook without notifying you. This includes but is not limited to the exclusion of photos and text.*