

DEERLAKE MIDDLE SCHOOL

2012 LEGACY

9902 Deerlake West

Tallahassee, FL 32312

(850) 922-6545

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

The 2012 Legacy staff at Deerlake Middle School 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:

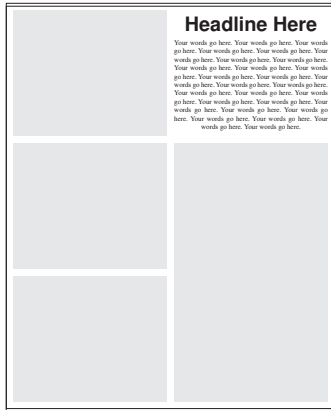
1. Decide which size ad and which design you want.
2. Collect the photos you want to use and compose the message to fit the ad space.
3. Read all instructions for ad submission.
4. Complete the Ad Order Form; send it in with payment, photos and your message.

The deadline for receipt of completed ad materials is February 1, 2012, but the yearbook staff cannot guarantee that space will be available until 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.

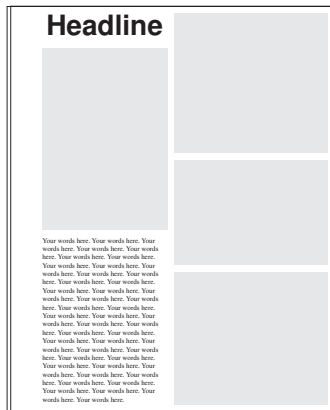
The yearbook staff is pleased to offer you this opportunity to honor your student and to support the 2012 Deerlake Middle School yearbook.

Full Page Ads

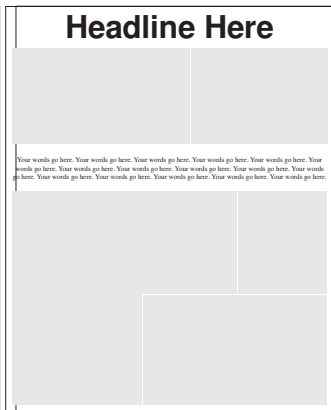
- Approximate dimensions: 8 1/2" wide x 11" high
- Refer to the number below each design to identify which layout you wish to use



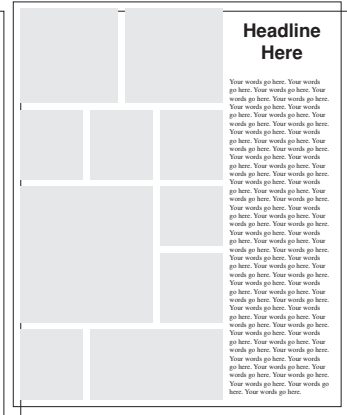
F1



F2



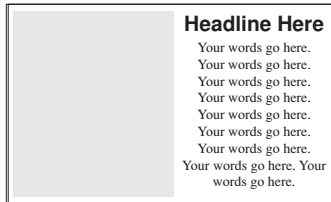
F3



F4

Half Page Ads

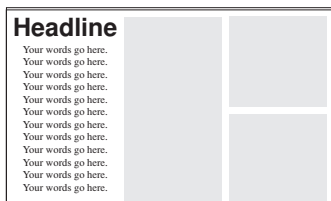
- Approximate dimensions: 8 1/2" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use



H1



H2



H3



H4

Quarter Page Ads

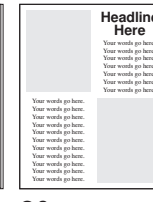
- Approximate dimensions: 4" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use



Q1



Q2



Q3



Q4



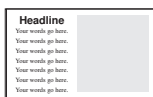
Q5



Q6

Eighth Page Ads

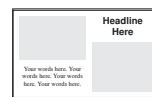
- Approximate dimensions: 4" wide x 2 1/2" high
- Refer to the number below each design to identify which layout you wish to use



E1



E2



E3



E4



E5



E6

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

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 Email Address _____

Type of Ads/Size

Full: Color: \$245 Design: F1 F2 F3 F4

Half: Color: \$160 Design: H1 H2 H3 H4

Quarter: Color: \$90 Design: Q1 Q2 Q3 Q4 Q5 Q6

Eighth: Color: \$50 Design: E1 E2 E3 E4 E5 E6

Payment

Cash included Check included Money Order included Amount enclosed: _____

Make check or money order payable to Deerlake Middle School

Photos instructions, requests, comments:

Copy/Text to be included in your ad:

(If more space is needed please attach separate sheet of paper.)

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

Customer signature _____

Date _____

Instructions for Ad Submission

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

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Tallahassee, FL
32312