

SENIOR PERSONAL YEARBOOK ADS

As a parent, it's a rare opportunity that you can express to your son the extent of your love, pride, and joy. Speak up and recognize your son! As a part of your son's yearbook, a Personal Ad will stand as a testament of your support for years to come. With all of the students at Don Bosco Tech, it would be impossible for the yearbook staff to do an individual feature on each student. However, the Personal Ad allows parents to spotlight and share special memories of their son.

SENIOR and BUSINESS AD DESIGN REQUIREMENTS:

Important Dates:

Friday, January 18, 2008: Deadline for guaranteed submission.

Friday, February 8, 2008: Payment due in full, Final submission of ads

Color Ads:

Not available

Maximum Photo Limits:

Full page: 10

½ page: 6

¼ page: 3

Photo Requirements:

Digital photos work best if taken with a digital camera with a minimum resolution of 2.0 mega pixels. Color photos may be any size, as they may be reduced or enlarged. Photos may also be cropped. **DO NOT** cut photos or draw any markings on them. Sticky post-it notes work well to indicate the area of the photo you would like to use or to crop out any people you want out of the picture. Please put your name on the back of all photos. (Print small and on the edge. **Do not** press hard). **NO unusual shapes!** All photos must be rectangular. **ORIGINAL PHOTOS ONLY!** Color copies do not print clearly.

Photos are returned at the end of the year (finals week) from Student Activities. (Walsworth must keep all photos on file until the book is released, in case any problems occur and the pages have to be reprinted). Your photos will not be cut or harmed in any way. However, please do not use photos that are irreplaceable. Walsworth has never lost one of our photos, and though very organized, the possibility does exist.

Ad design: You may submit an ad design of your own via CD-R/CD-RW or e-mail at dnichols@boscotech.edu or you may suggest a design. If you would like to suggest a design, please draw a rectangle approximately the size of the ad space on a piece of paper and design your ad within the rectangle. See previous yearbooks for examples. Place numbers on the photo spaces and matching numbers on the backs of photos (please use pencil). Indicate the location of any words or text. To accurately produce a company logo or letterhead, please submit original artwork.

Business Cards: No Changes to Business Cards Allowed

White or pastel color cardstock only

No dark backgrounds, rag paper, or foil lettering

Artwork: ARTWORK MUST BE DARK INK ON WHITE OR PASTEL BACKGROUND. COLORED BACKGROUNDS WILL NOT REPRODUCE, NOR WILL FOIL INKS. NO PHONE BOOK COPIES.

Payments: A payment plan is available for ½ and full-page ads only. All arrangements must be made with the Advisor.

Copy: Please be realistic about the amount of copy that will fit. Every effort will be made to use fonts that are as similar as possible to those you choose. We cannot go below an 8-point font size. **NO SLANG OR UNKNOWN WORDS OR ABBREVIATIONS ALLOWED!** Please type or neatly print all copy.

Yearbook Phone: (626) 940-2090 (8:00 – 4:30 p.m.) – Voicemail after hours.

Fax: (626)-940-2001

E-Mail: DNichols@Boscotech.edu

Address: 1151 San Gabriel Boulevard

Rosemead, CA 91770

Contact: Advisor: Darlene Nichols

Don Bosco Technical Institute High School Yearbook Advertising Rates Sheet for Business and Personal Ads 2007-2008

Payment In:	Full	Installment Plan	
Full Page:	\$200	\$100 deposit	\$100 final payment
½ Page:	\$100	\$50 deposit	\$50 final Payment
¼ Page:	\$50	Not Available	
Business Card Size:	\$25	Not Available	

AD AGREEMENT: You must sign below before we can print your ad. By signing this, you agree to all information in this letter and also to the following: Every effort will be made to ensure accuracy; however, due to the deadline structure of student productions, it is may not be possible to “proof” your ad before it goes to print. **An honest mistake does not eliminate the need for payment, and refunds will not be made. Money will only be refunded if an ad is not printed.**

Ad type (circle one): Personal / Business

Ad size (circle one): Full Page ½ Page ¼ Page Business Card

Photos to appear in Ad: _____

Digital Photos Submitted: _____ # Hardcopy Original Photos Submitted: _____

Special Requests: _____

Also, by signing below, you authorize the release of all information, artwork, and photos you have given to us.

Name (Please print): _____ Signature Authorization: _____

Phone number: _____ E-Mail Address: _____

Position with Company (if Business Ad): _____

Payment Information (Enclose cash, check, or Credit Card Information):

Cash Amount: \$ _____

Check Amount: \$ _____ **Check #** _____ **DL#** _____
 (Make Checks Payable to Don Bosco Tech or DBTI)

Credit card Amount: \$ _____ **CC Type** (circle one): Visa MasterCard

Card # _____ **Last 3 digits on back:** _____

Name on card: _____ **Expiration Date** _____

Authorized Signature _____

Attention Finance Office:

Deposit above amount into Yearbook Department # 15-01; Account # 10-4750.