

Hickory Grove Baptist Christian School

SO 2008

6050 Hickory Grove Road

Charlotte, NC 28215

704 531 3554

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

The Yearbook staff at Hickory Grove Baptist Christian School is now accepting orders for personal ads in the 2009 yearbook, so it's time to choose photos and start working on your message of congratulations, pride and love. Our book sales only cover about 80% of the cost of producing the book. In order to cover the cost of producing the book every year we sale advertising space. With your help and support we can make this a successful year. Please support our school by purchasing an advertisement for this years yearbook.

This year we are producing a spring book, which means it will arrive for distribution in May; before we are out for the summer. With this advanced delivery, it is very important that we receive all ads before *December 1st*. If you have any questions or concerns please e-mail Smith Adams (smitha@hgbc.org). We will be happy to work with you to make this as easy as possible.

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 December 1st, but the Yearbook staff cannot guarantee that space will be available until that date. Ad space is strictly a first come first serve basis. 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 2009 Hickory Grove Baptist Christian School yearbook.

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 E-mail Address _____

Types of Ads/Size

Full Page Black & White: \$ 225.00

Design#
F-1 F-2 F-3 F-4

Half Page Black & White: \$ 125.00

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

Quarter Page Black & White: \$ 75.00

Design#
Q-1 Q-2 Q-3 Q-4 Q-5 Q-6

Payment

Cash included Check included

Photos: instructions, requests, comments:

Payment

Amount enclosed \$ _____.

Make check or money order payable to **Hickory Grove Baptist Christian School.**

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 ad size you wish to purchase; then, using the sample layouts on pages 1 & 2, choose the design number within that size that you would like used for your student's ad in the yearbook.
- Changes may be made to these designs with prior approval of the yearbook adviser 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. 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.
- DO NOT send original copies 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 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.
- 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.