

2012 ERHS Grad Ad Ordering Form

Grad Ad: A congratulatory advertisement from parents to a graduating senior, included in the Emerald Ridge High School *Facets* Yearbook.

Parents - the Emerald Ridge **Facets** Yearbook staff is once again offering **Grad Ads** for sale in the 2012 Yearbook. This is your opportunity to purchase an advertisement for your graduating senior to recognize their achievement as a graduate of ERHS. You may include photographs and text in your Grad Ad. We have created a variety of templates for you to choose from in sizes ranging from 1/4th of a page to a full page.

The Grad Ads section of the 2012 yearbook is limited to 52 total pages, and we will be taking orders **until space runs out**. Those who **complete their Grad Ad by November 3** will receive a significant discount off of the regular price. **As long as space allows**, our **final day** for accepting Grad Ads will be **Wednesday, November 30** in order to make our final December Deadline. You are encouraged to get your orders in quickly before space runs out.

While full page ads are nice, we do **encourage** half-page or quarter-page ads in order to get more students recognized in the limited number of pages. Please consider an appropriate size.

Full page Grad Ads are limited to 14 photos depending on size. 10-12 works better with the templates. No collages will be created using more photos. Half page (6-8) and quarter page (3-4) ads are also limited on the number of photos based on shape and size of desired layout.

We would hope that you would keep the Grad Ads a secret from your student - it is exciting for them to find out in June that you have purchased one for them. We look forward to creating your Grad Ad with you. You may contact our adviser, Jim Meyerhoff, by e-mail at meyerhja@puyallup.k12.wa.us or by phone after school at 253-435-6300. You can access our web site at facets.erhs.org.

2012 Grad Ad Prices	Size	Until November 3	After November 3
	1/4 page	\$80 early discount price	\$100 regular price
	1/2 page	\$135 early discount price	\$170 regular price
	Full page	\$250 early discount price	\$310 regular price

CREATE YOUR GRAD AD AT HOME - Starting October 1

Again this year: You can create your Grad Ad at home, on your own computer, using the online tools provided by our publisher, Herff Jones.

Many parents have asked for this option, and now it is available. It was successful last year. There are multiple templates for you to choose from and you pay with a credit card.

See the attached info about creating your Grad Ad online for more info.

Grad Ad Decision Time

Parents have TWO options to create their Grad Ad:

At HOME

YOU DECIDE

At SCHOOL

Using tools online provided by our publisher, Herff Jones, parents can create their Grad Ad with photos and text.

Benefits: No appointment needed, Can do from home, easy to create, online payment.

Drawbacks: Not as customizable, limited templates and text options, Yearbook staff not available for help with issues.

INSTRUCTIONS

We have been told the website will be operational around October 1. You can check earlier to see if it is working.

A. Check our website at <http://facets.erhs.org> to look at the sample templates available to you.

B. Using your web browser, go to www.YearbookOrderCenter.com

C. Enter our School Order Number: **6506**

D. Watch the video and/or click **CREATE AN AD**

E. Create a new account (right side). If you are returning, log-in.

F. If you are starting a new Grad Ad, click the green button: **CREATE NEW AD**

G. Enter Your Senior's name and it should be found in the records (official school names will be uploaded in late-September). If not found, enter a new senior name.

H. Select your **Grad Ad size** and a **Template**

I. Upload your **photos** and enter your **text**.

You can return later to finalize, edit, change text or photos, print, etc.

When your Ad is finalized and payment submitted, the Grad Ad will be sent to us for inclusion in the yearbook. There will be **no changes allowed** after it is submitted. Confirm everything prior to finalizing.

AVAILABLE UNTIL SPACE RUNS OUT.

The Facets Yearbook staff will help you create your Grad Ad at one of our appointments or you can mail/drop off at school office.

Benefits: Yearbook staff available for help putting things together, more customizable.

Drawbacks: Appointment, takes more of your time to prepare and create, must bring all of your materials with you to school.

INSTRUCTIONS

Determine whether you want to come in for an appointment or drop everything off at school.

IF YOU WANT AN APPOINTMENT

A. Contact Facets adviser, Mr. Meyerhoff, at meyerhja@puyallup.k12.wa.us to schedule an appointment with our staff.

B. Check our website at <http://facets.erhs.org> to look at the sample templates available to you.

C. Prepare all of your materials prior to your appointment: photos, text, and payment. If you want to type up your text and have digital photos ready to go, that saves time. Bring them on a flash drive or CD. Otherwise you can type the text at the appointment while we scan your photos.

D. Meet us for your appointment where our staff will work with you to finalize your Grad Ad. You will leave with a copy.

IF YOU WANT TO DROP IT OFF

A. Prepare all of your materials: photos, text, and payment. If you want to type up your text and have digital photos ready to go, that saves time. Send them on a flash drive or CD. We can also type and scan the info for you.

B. Include an e-mail address so we can send you a proof in 1-2 weeks when the Grad Ad is completed. We will mail back materials to you.

BEFORE SUBMITTING PLEASE READ THE FOLLOWING CONTRACT CAREFULLY

Emerald Ridge H.S. Yearbook *Graduation Ad* Contract

12405 184th St. E. South Hill, WA.98374 - (253) 435-6300

Yearbook Advertising Policy:

Maximum size of Grad Ads will be one-page per student. Parents of multiple students should consolidate to a maximum of one page. Grad Ads less than full-page are encouraged to insure access for all parents. All advertising accepted by the staff must meet the same guidelines as editorial content. No advertising will be accepted that is libelous, irresponsible, advocates an illegal activity, or which the staff deems in poor taste. Acceptance of advertising does not constitute an endorsement by the school, the staff as a whole, or its individual members.

Payment: Full payment is due at the time of ad placement. We are unable to reserve space. Make checks payable to **Emerald Ridge HS.**

Ad Copy/Artwork/Photo Instructions:

All ad copy, artwork, and photos must be submitted at the time of ad placement. Please submit all copy on a separate sheet of paper, preferably typed for accuracy. The yearbook staff is **unable** to use nude photos of babies due to child pornography laws. Cut photos will not be accepted. We have the ability to cut out backgrounds when the image is scanned in if desired. **We can resize images to fit the page.** When choosing photos for your ad, correspond vertical photos with vertical boxes on pre-designed ad templates and horizontal with horizontal boxes. If you scan or take the photos yourself, please do so at a high resolution for best quality. Images from web pages **will not** work. Text and photos can be submitted on CD or flash drive in order to speed up the page creation process.

Visit our website: <http://facets.erhs.org> for a more complete set of updated sample Grad Ad templates

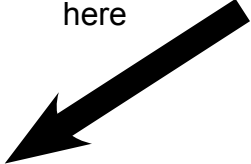
Help create your Grad Ad-schedule an appointment

The Facets Yearbook Staff would like to provide the opportunity for parents to come in to ERHS to create their Grad Ad with the Yearbook Staff. This process has been a HUGE success the last few years.

With a scheduled appointment, parents will be able to:

- bring their photos and text for the ad, our staff will scan and RESIZE the photos
- help design which photos go in each position
- type in their own personalized message
- select a personalized font package
- see the ad for proofing purposes and make changes prior to leaving
- **leave with a proof of the Grad Ad and their photos**

Appointment
dates and times
here



Evening Dates: Early Order Discounted Prices will be in effect for all of these appointment dates

Monday, October 24 Tuesday, October 25
Wednesday, November 2 Thursday, November 3

Times: Four to five appointments can be set every half-hour for the following times each night:
6:00 pm 6:30 pm 7:00 pm 7:30 pm (student staff leaves at 8:00 pm)

*** Full page Ads or Ads with many photos may take two sessions to scan, crop and place on the page. This schedule will allow us to serve 15-20 appointments each night.

Can you meet during the school day?

Daily Appointments: For those parents who are available during the day, the Grad Ad staff will have appointments during class time on Mondays and Thursdays from 10:30 am to 12:30 pm.

These daily appointments will be available starting Monday, October 17 and will go until Monday, November 14.

Each session would still take roughly 30 minutes (more for full page ads) and must be reserved in advance in order to notify the office and prepare for each Grad Ad appointment.

To make an appointment, please contact Facets adviser Jim Meyerhoff:

e-mail is preferred: meyerhja@puyallup.k12.wa.us

** you should receive a confirmation e-mail from Mr. Meyerhoff

school phone: 253-435-6300 (leave a message)

Appointments are reserved on a first-come, first-served basis.

Emerald Ridge H.S. Yearbook *Graduation Ad Contract*

12405 184th St. E. South Hill, WA.98374 - (253) 435-6300

This page is necessary if you are coming in for an appointment or you will be sending the materials to us. It is important that we be able to contact you with any questions.

Advertisement Information: All lines must be filled out!

First and Last Names of Senior on Advertisement Number of photos included

Person responsible for advertisement (Parent) – please print

Mailing Address

City State Zip Code Phone Number (daytime)

e-mail address of parents (preferably one the student will not see)

Customer Signature _____
Date

Return this form with payment and photos/text to:

**Emerald Ridge Facets Yearbook
ATTN: Yearbook Grad Ads
12405 184th Street East
South Hill, WA 98374**

See the information on the previous page about scheduling an appointment to help create your Grad Ad. Leave with a proof copy of your ad.

Design & Size Information:

On the templates page, you will find pre-designed sample templates. Choose a design that corresponds with the ad size you've chosen and mark that number below. We have flexibility in our designs, but the template gives us a starting point.

Due to deadline restraints, a discounted price will be offered until November 3, then the regular price will apply until we run out of space.

Please check the following...

1. Design Template # _____ Plain White Background Personal Background scanned in:

We cannot reserve space with just a payment, we must have the entire package in order to meet this deadline.

2. Size and Cost: **Discounted Price until November 3 - Ad and payment must be received by November 3.**

Full Page \$250 Half Page \$135 1/4 Page \$80

Size and Cost: **Regular Price AFTER November 3, as long as space is available**

Full Page \$310 Half Page \$170 1/4 Page \$100