



Mountain View High School – Senior Ads

Summit Yearbook

2351 Sunny Hill Road

Lawrenceville, GA 30043

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

The Summit staff at Mountain View High School is now accepting orders for personal ads to be placed in the back of the 2018 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 how many pictures you want to include.
2. Collect the photos you want to use and compose the message to fit the ad space.
3. **Read all instructions for ad submission (enclosed).**
4. Complete the ad order form. Send in with payment, photos, text, and your message.
Note, you may also purchase the ad online at www.YearbookOrderCenter.com, but there is a small convenience charge. You will still submit the materials here at school.

***The DEADLINE for receipt of completed ad materials is Friday, October 27, 2017**, but the Summit 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 and sent to production will be returned immediately.

If you would like to **split payments**, please contact Jennifer_Ortman@gwinnett.k12.ga.us. The Summit staff would like to help in whatever way possible for you to be able to include a tribute to your senior in this year's book.

We are pleased to offer you this opportunity to honor your student with this long-standing tradition and to support the 2018 Mountain View HS Summit publication.

Below, your choices are listed. Read all the bullets under the size ad you are interested in to ensure a successful experience.

Full page ads

- Approximate dimensions: 8 ½” wide x 11” high
- **1-12 pictures:**
 - If you are submitting the most pictures (12), you can submit a **maximum of 200 words**.
 - Realize that the fewer words you submit, the larger the pictures will be.
 - Conversely, if more wording is your priority, please submit fewer pictures.
 - Indicate which photo you would like featured as the dominant photo on the ad by titling it “Dominant” on the CD you submit or putting a sticker or a star on the back of the original picture if you’re submitting hard copies.

Half page ads

- Approximate dimensions: 8 ½” wide x 5” high
- **1-8 pictures:**
 - If you are submitting the most pictures (8), you can submit a **maximum of 75 words**.
 - Realize that the fewer words you submit, the larger the pictures will be.
 - Conversely, if more wording is your priority, please submit fewer pictures.
 - Indicate which photo you would like featured as the dominant photo on the ad by titling it “Dominant” on the CD you submit or putting a sticker or a star on the back of the original picture if you’re submitting hard copies.

Quarter page ads

- Approximate dimensions: 4” wide x 5” high
- **1-4 pictures:**
 - If you are submitting the most pictures (4), you can submit a **maximum of 50 words**.
 - Realize that the fewer words you submit, the larger the pictures will be.
 - Conversely, if more wording is your priority, please submit fewer pictures.
 - Indicate which photo you would like featured as the dominant photo on the ad by titling it “Dominant” on the CD you submit or putting a sticker or a star on the back of the original picture if you’re submitting hard copies.

*If you do not adhere to the picture or word limits detailed above, and there is not room, the Summit staff reserves the right to cut what will not fit in the allotted space. Please adhere closely to the specifications in this document to avoid this.

2018 Summit Senior Ad Order Form

Please complete and return this contract with payment and materials. **You may drop it off in the front office or have a student bring it to Mrs. Ortman in 1.393 in the business ed pod by Fri., Oct. 27.**

Student's Name: _____

Parent/Purchaser's Name: _____

Email address of person to contact regarding the ad: _____

Daytime Phone: _____ Is this ad supposed to be kept confidential? ___ yes ___ no

Select your ad size

_____ Full page - \$325 # of pictures enclosed: _____ Word count: _____

_____ Half page - \$200 # of pictures enclosed: _____ Word count: _____

_____ Quarter page - \$125 # of pictures enclosed: _____ Word count: _____

Payment _____ Cash included _____ Check/money order included (made to MVHS) _____ paid online at YOC

Instructions for Ad Submission - Due date: Fri., October 27, 2017

*Ads will be designed by the ads editor of the yearbook based on the design elements, fonts, color scheme of our book this year, along with what would look best aesthetically with the number and shape of the photos you submit.

Please submit materials one of the following ways:

1. **Hard copies of photos (will return) and a printed document of the text in a large envelope.**
2. **Submit .jpg photo files & a Word doc of text on a CD or thumb drive (will return).**
3. **Email .jpg photo files as attachments & a Word doc of text to Mrs.Ortman@gmail.com.**

PHOTOS

- If you are going to submit photos on a THUMB DRIVE or CD please submit them as .jpg files. DO NOT submit photos copied into a Word doc or a PDF, just actual .jpg picture files.
-If you are going to submit photos through EMAIL, do not copy and paste the photos into the body of the email. ATTACH them as .jpg files.
-Please DO NOT submit collages. They do not reproduce well, and we cannot be responsible for the image quality problems that may arise.
-THE QUALITY OF PHOTO YOU SUBMIT will be the QUALITY PRINTED in the ad. If your photo is blurry or grainy, it will reproduce that way as well. For the best looking ad, choose the photos with the best composition and quality.

PHOTOS cont.

-Note that photos taken/saved from social media like FB are very small files and will look blow out on a large scale. Your ad will look much better using the original picture. 200 resolution and up is the way to go for printed photos.
-We cannot use photos which have been cut.

TEXT

-The font for your ad will be one of the fonts that we are using in our theme for the year.
-We will correct grammar, punctuation, and spelling errors unless otherwise instructed.
-Take into account that the MORE TEXT YOU SUBMIT, the SMALLER your PICTURES will be.

I have read and agree to the terms of this contract including "Instructions for Ad Submission."

Signature: _____ Date: _____