

AD CREATION PROCESS

OPTION 1. Visit www.JostensAdService.com to create your ad 100% online. You can pay with a credit card and separate the payments into thirds at checkout (just select the J-Pay option). Although the ads start simple, a member of the yearbook staff will re-work the ad for you and proof you a final version for approval.

OPTION 2. Fill out the attached form, include the pictures you would like to use, and attach payment (cash or check only, credit cards are accepted for Option 1). Return this form, with your pictures, to the front office or to Mrs. Kathy London in room 605 by the deadlines provided.

For Option 2, ad materials must be submitted or emailed with this envelope/form in order for staff to verify completion of the ad.

Please email your photos, text and any questions to:
Chieftain Yearbook
wchyearbookseniorads@white.k12.ga.us

If you choose to mail in your ad for Option 2, please return the form and materials (along with payment) to:
White County High School Yearbook
2600 US-129 North
Cleveland, GA 30528

DEADLINE: SEPTEMBER 18TH, 2017

- | | |
|---------------------------------------|---------------------------|
| <input type="checkbox"/> Full Page Ad | \$335 (includes yearbook) |
| <input type="checkbox"/> Half Page Ad | \$215 (includes yearbook) |
| <input type="checkbox"/> 1/4 Page | \$155 (includes yearbook) |
| <input type="checkbox"/> 1/8 Page | \$115 (includes yearbook) |

SEPT. 19TH - OCTOBER 9TH PRICING

- | | |
|---------------------------------------|---------------------------|
| <input type="checkbox"/> Full Page Ad | \$400 (includes yearbook) |
| <input type="checkbox"/> Half Page Ad | \$280 (includes yearbook) |
| <input type="checkbox"/> 1/4 Page | \$220 (includes yearbook) |
| <input type="checkbox"/> 1/8 Page | \$180 (includes yearbook) |

CHIEFTAIN YEARBOOK STAFF
White County High School
2600 US-129 North
Cleveland, GA 30528



ATTENTION: PARENTS
YEARBOOK SENIOR AD INFORMATION

**DEADLINE:
SEPTEMBER 18TH**



WHITE COUNTY
HIGH SCHOOL

**SENIOR
ADS**

LINK GOES LIVE
5/31



Jostens[®]

SAMPLE AD LAYOUTS

FULL PAGE



1/2 PAGE



1/4 PAGE



1/8 PAGE



- Full Page Ad - 13 photos, 150 words maximum
- Half Page Ad - 8 photos, 100 words maximum
- 1/4 Page Ad - 5 photos, 75 words maximum
- 1/8 Page Ad - 1 photo, 40 words maximum

All materials and payment must be submitted by the deadline to qualify for the pricing.

IMPORTANT INFO

Tips for creating your best ad:

- Your photos will look and fit better if your photo is the same orientation as the picture box. (Horizontal vs vertical orientation.)
- Use clear, high-resolution photos. If your photo is blurry, it will be blurry in your ad.
- Create the ad around your student and write a personal message that will be meaningful.
- Use the cropping tools on the Jostens website to crop out unnecessary background and focus on your student.

Can I create my ad online even if some of the photos I want to use are paper photos instead of digital?

You will need to have digital copies of your photos in order to create your ad online at JostensAdService.com with digital photos. Most pharmacies with photo printing capabilities also have scanners and you can have your pictures scanned there and uploaded to a disc. You can then use the cropping tools on the website to crop out unnecessary background and focus on your student.

What should I say in my ad?

The most effective ads reflect a balance between words and pictures. Ad text can consist of personal messages, inspiring quotations, and/or passages from poetry. If you would like to see samples of the messages used in other ads, visit JostensAdService.com website.

Can I send my materials to the school?

Yes. Please adhere to the picture and text guidelines and email all materials and message to wchyearbookseniorads@white.k12.ga.us. Please include original photos and text; no additional content or backgrounds. We create each ad to your satisfaction and adhere to strict design guidelines.

How are the ad prices determined and what is the money used for?

Ad prices are determined by our school. The revenue from Recognition Ads is used to support the yearbook and keep it affordable for everyone.

How is the ad deadline determined?

The ad deadline is set by our school based on the schedule for the yearbook.

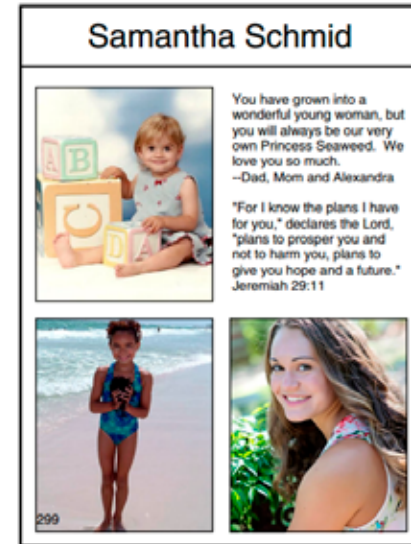
DEADLINE: SEPTEMBER 18TH, 2017



You may notice when logging on to Jostens Ad Service that the ads are simple in terms of layout and design. Don't worry! The yearbook staff will be re-working the ad to adhere to their design guidelines (elements, fonts and colors). Check out this before and after to see an example of how the yearbook staff will take your ad to the next level.

www.jostens.com/yearbookads

BEFORE



**Questions?
Call Jostens
at:
(800)358-
0800**

AFTER



Don't miss this opportunity, place your order today!