

The Bolles School

Turrís Yearbook



The Turrís is offering the opportunity to personalize the yearbook in a unique and memorable way with a Senior Tribute Ad. Reserve your space to congratulate your graduate! These ads are reserved for SENIORS ONLY.

To reserve your ad space, follow these guidelines:

Prices/Sizes

All color ads are available in the following sizes for the prices shown:

Early Deadline Discount Received by 10/09/09

- 1/4 page \$125
- 1/2 page \$200
- Full page \$325

Received by 10/30/09

- 1/4 page \$175
- 1/2 page \$250
- Full page \$375

Extension – Add \$10 to the ad price for every day after the 10/30 deadline. The Absolute Deadline is 11/12/2009. No ads will be accepted after this date!

Step-by-Step Instructions:

- 1) Select ad size
- 2) Select a layout
- 3) Complete the order form provided
- 4) Provide a labeled CD of photos
- 5) Attach typed text
- 6) Provide payment - check payable to
The Bolles School
- 7) Drop off or Mail all materials to:
Cady & Cady Studios
1015 Kings Avenue
Jacksonville, FL 322207

*If you have any questions, please contact
Michelle Frakes at michelle@cadystudios.com*

You will be e-mailed a receipt for the ad within 2 weeks of it being received. Proofs of the ads will be e-mailed to the address provided during the first part of December. You will need to respond whether it has your approval or corrections need to be made.

Cady & Cady Studios is not responsible for materials that have been mailed and not received. Please make sure you keep a back-up cod and ad form if you choose to mail your ad.

Photo Submission Guidelines

All photos must be sent in on a cd, clearly labeled with the student's first and last name. Each picture on the cd should be labeled/ named the number of the picture box that corresponds with the layout placement, unless you have no preference.

Each image MUST be at least 300KB in order for it to meet print quality standards. (Simply right-click on the photo; under "properties" it will have the file size.) Photos copied from websites, such as Facebook, will not be high enough quality.

When scanning your photos, make sure the default is at least 300dpi. If you do not have access to a scanner, any photo processor can assist – Walgreens, CVS, Target, or Walmart.

Special Considerations

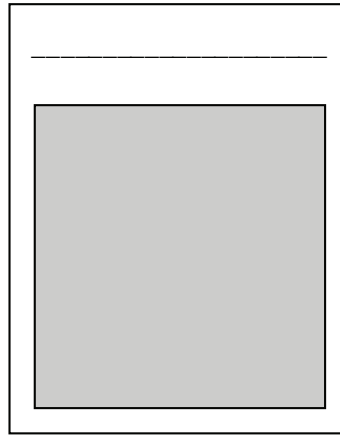
The Bolles School reserves the right to reject photos or Text, or ask that changes be made to conform to the School's standards.
NO PHOTOS CONTAINING ALCOHOL, TOBACCO, OR WEAPONS WILL BE ACCEPTED!

**Remember to Make Checks Payable to:
The Bolles School**

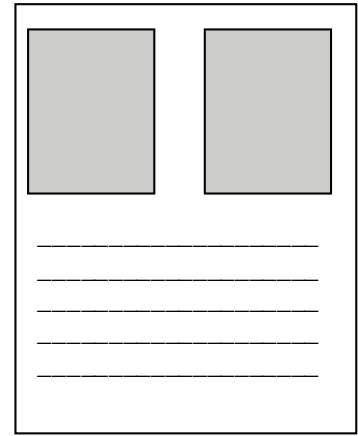
AD & PAYMENT DEADLINE IS 10/30/09

Quarter Page Ads

- Approximate dimensions: 3-3/4' wide x 5 1/4" high
- Refer to the Letter below each design to identify which layout you wish to use for your child's ad



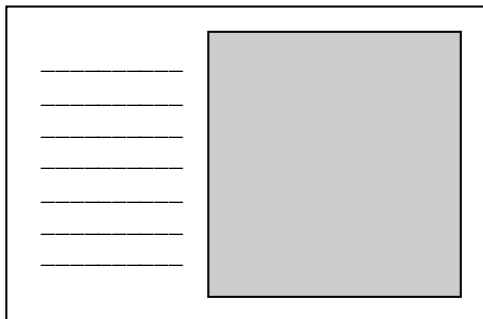
Layout Design 1/4 A
(1 picture)



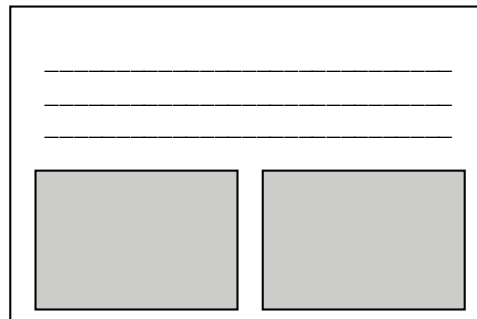
Layout Design 1/4 B
(2 pictures)

Half Page Ads

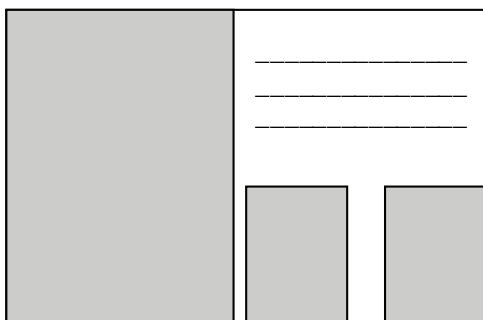
- Approximate dimensions: 7-1/2' wide x 5 1/4" high
- Refer to the Letter below each design to identify which layout you wish to use for your child's ad



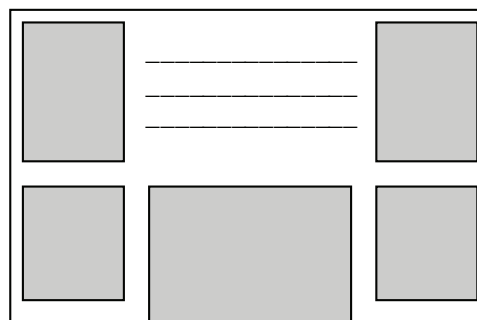
Layout Design 1/2 A
(1 picture)



Layout Design 1/2 B
(2 pictures)



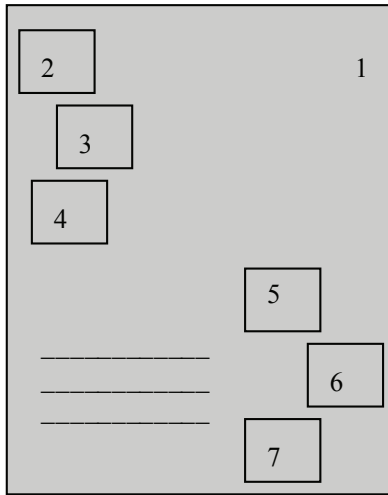
Layout Design 1/2 C
(3 pictures)



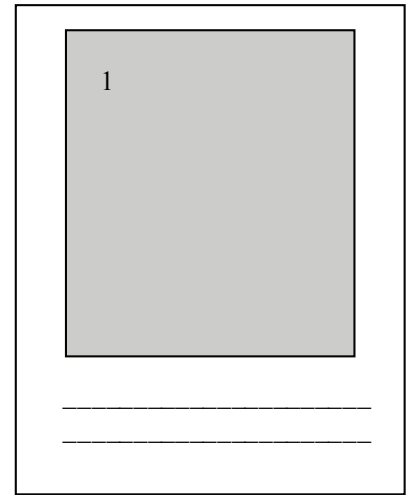
Layout Design 1/2 D
(5 pictures)

Full Page Ads

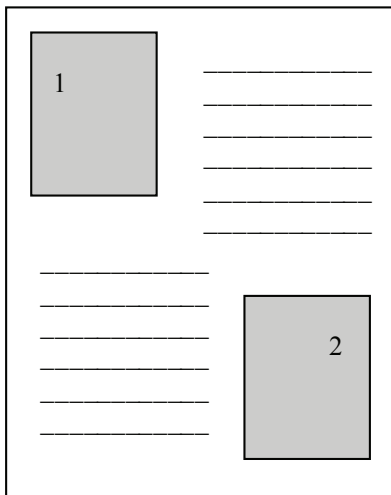
- Approximate dimensions: 7-1/2' wide x 10 1/2" high
- Refer to the Letter below each design to identify which layout you wish to use for your child's ad



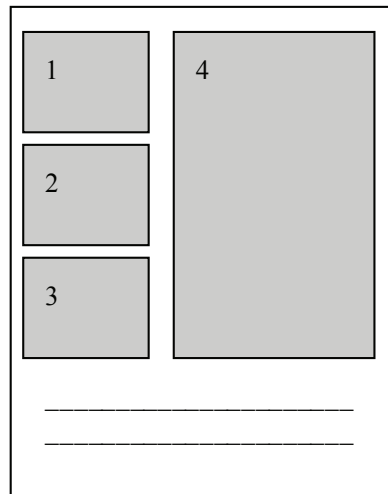
Layout Design Full A
(7 pictures)



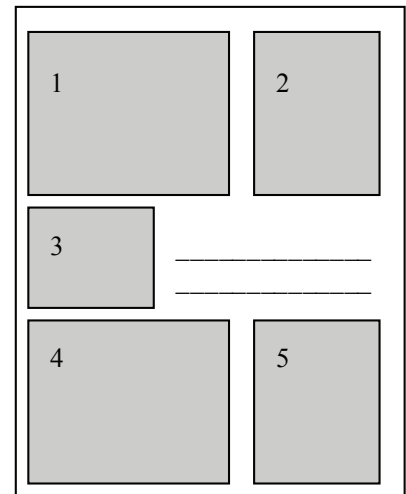
Layout Design Full B
(1 picture)



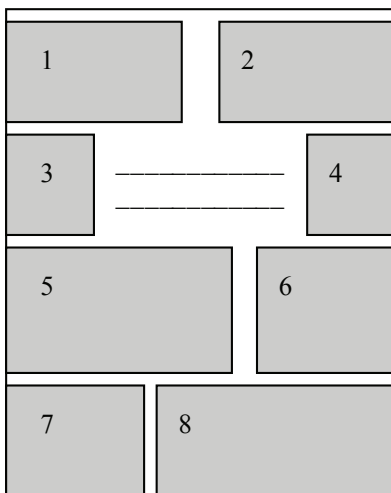
Layout Design Full C
(2 pictures)



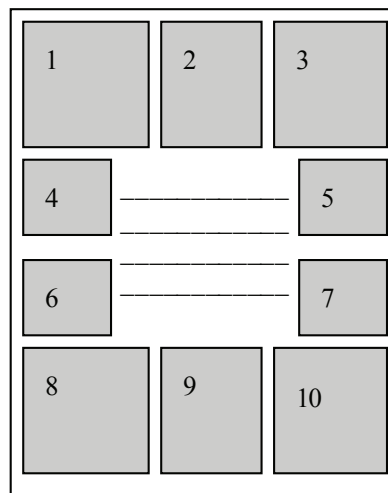
Layout Design Full D
(4 pictures)



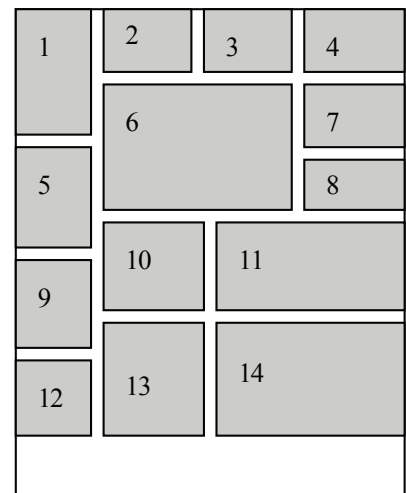
Layout Design Full E
(5 pictures)



Layout Design Full F
(8 pictures)



Layout Design Full G
(10 pictures)



Layout Design Full H
(14 pictures)



ORDER FORM



To reserve yearbook space please respond by 10/15/07 by providing the following:

- 1) This Order Form
- 2) CD of Photo(s)
- 3) Ad Text
- 4) Check payable to:

The Bolles School

Mail or drop off to:

Cady & Cady Studios
1015 Kings Avenue
Jacksonville, FL 32207

Customer Data

Student's Name

Parent/Purchaser's Name

Address/City/State/Zip

E-mail address (required)

(This is where receipt and proof will be sent)

Your Signature

Daytime Phone (required)

Evening Phone

Advertising Data

Please note the discount for submission on 9/10/07. Ads must be postmarked by that date to receive the discount.

	Early Submission Before 10/09/09	Submitted until 10/30/09	Is this ad a surprise for a student? Yes ____ No ____
1/4 Page	\$175 ____	\$200 ____	Layout Design Number: _____ Number of Photos Provided: _____
1/2 Page	\$250 ____	\$275 ____	
Full Page	\$375 ____	\$425 ____	

Check if submitting between 10/31/09 and 11/12/09 _____

Add \$10 each day after 10/30 - Total Late fee \$_____

Friendly Reminder... November 12th is the absolute last day an ad can be accepted.

Layout Design Letter: _____

Number of Photos Provided: _____

Check number: _____

Guidelines & Instructions

Select the ad size you wish to purchase; then, using the sample layouts in this brochure, choose the design number within that size that you would like used for your child's Senior ad in the yearbook.

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, we will decide which one(s) to exclude without notifying you.
- Decide which picture you want in which photo block in the design. Remember that vertical picture boxes require "up-and-down" images and horizontal boxes need "left-to-right" images.
- Place a label, preferably an address label on the back of each photo. On the label placed on the photo, write the number to correspond with the numbers on the design you selected. (eg. number 2 will go in space 2) **DO NOT WRITE ON THE BACK OF THE PICTURE IN INK!**
- We will enlarge or reduce your photos as necessary. We will also "crop" (focus on key parts of) the picture to its best advantage. Do not send the original copy 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 inkjet photo images on plain paper and cannot be held responsible for the quality of their reproduction if you submit a photo in this manner.

- We WILL NOT use photos which have been cut, glued or taped to paper, or are in collages.

- Please do NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems that arise. **COLLAGES WILL NOT BE ACCEPTED!**

Text:

- The words you want to include in your ad is called "copy." Please 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 form.

- We will choose a font (typeface) for your copy when we compose your ad. We will also correct grammar, punctuation and spelling errors. Therefore, if a word needs to be spelled a certain way, make sure you convey that.

- Take into account the size of your ad when writing your message to your child. A large quantity of text in any ad will end up being set in very small type which may not be easy to read.

The yearbook staff and Yearbook Creative Services reserve the right to reject photos or text, or ask the customer to make changes to conform to the staff's standards. **NO PHOTOS CONTAINING ALCOHOL OR ANY CONTAINER THAT COULD BE USED FOR ALCOHOL, TOBACCO, OR WEAPONS WILL BE ACCEPTED!** This includes any photos in a bar setting.

