

THOMAS DOWNEY HIGH SCHOOL

SHIELD YEARBOOK

SENIOR/ELEM./FRIEND AD GUIDELINES

2018-2019

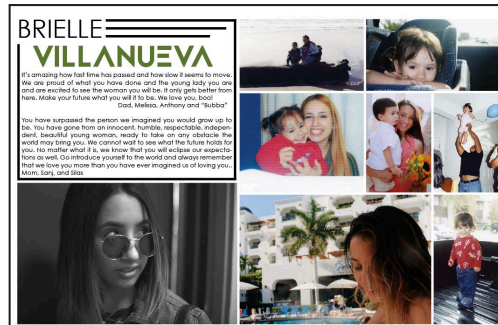
Purchasing a senior/elementary/friend ad by roundup will ensure a space in the yearbook at a reduced price. After round up, the price will increase and the limited ad space could be sold out. **Final day to purchase is November 30th** or until ad space is sold out.

Roundup - September 7th:

- **1/4 Page - \$90**
- **1/2 Page - \$180**
- **Full Page - \$360**

After September 7th:

- **1/4 Page - \$120**
- **1/2 Page - \$220**
- **Full Page - \$400**



1/2 Page Senior Ad Example

1/2 Page Elementary Ad Example



Purchasing

- Ads can be purchased at roundup or in the Student Center 576 -1698
- Ad contract (available at Student Center & TDHS Website) must be filled out at the time of purchasing.
- *****Deadline to purchase an ad is Friday, November 30th, 2018*****
- *****Deadline to submit ALL photos and write-up is December 7th, 2018*****
- Purchasing and submitting photos will not be accepted after these dates.

Submitting Photos

- You may submit any appropriate pictures that you want in the ad. We recommend baby pictures and/or different stages of your life. **Make sure you clearly label the photo you'd like as the dominant (main) picture.**
- To ensure the protection of your photos, we will only accept DIGITAL photos and write-up (CD, USB drive, or email). Print photos can be scanned to CD at Walmart, Walgreens, Target, etc. Please be sure to scan at high resolution - 300 ppi resolution is required. (72 ppi will look pixellated)
 - **Quarter Page: 4-8 Pictures**
 - **Half Page: 8-12 Pictures**
 - **Full Page: 12-16 Pictures**
- You may include a few sentences from your parents or whoever bought the ad for you. To avoid mistakes, please ONLY submit typed write-ups. A paragraph is recommended.
- The more photos and write-up that is submitted the smaller the photos and write-up will be.
- Submit Photo CDs to the Shield yearbook staff at TDHS or by email: tdyearbook@mcs4kids.com.
- Questions? Email tdyearbook@mcs4kids.com.

