

November 24, 2014

Dear Senior Parent,

This is a special year for you and your soon-to-be adult child, and the yearbook staff would like to offer you the opportunity to make this yearbook even more special for your family. We have set aside a section in the back of the *Auctioneer* for personal messages in full color. Please look at the enclosed sketches for pricing and content placement.

If you wish to participate, please follow these steps:

- ❑ Mark and enclose the size and layout you want to use.
 - ❑ Check on appropriate template whether you want to see a proof or not and include the requested information.
 - ❑ Enclose your message to include in the ad.
 - ❑ Enclose the photos you want to use. Some choose baby photos, others use senior pictures, and others use a variety, including family members, pets and childhood friends, etc. The staff will digitally crop pictures so the photos will not be destroyed.
 - You may opt to scan pictures rather than send the originals. Scanned images must be at least 300 dpi and saved in a JPG or PDF (highest quality) format. **Please do not send pictures that have been printed from home or at a do-it-yourself service. Pictures lose definition when the staff scans those types of pictures, which causes poor quality when the yearbook is printed.**
 - You may opt to create the ad yourself (full page option only). We can only accept camera-ready ads in **PDF or JPG** formats in at least a 600 dpi. **MS Word, MS Publisher or other publishing program formats are not compatible with our yearbook publishing software.**
 - ❑ Enclose a check payable to Greeneville High School for the amount of the ad you have chosen to use. **(Payment must be received with the order.)**
 - ❑ Send the above contents to:

**Greeneville High School
Attention – Melissa Babb
210 Tusculum Blvd.
Greeneville, TN 37745**
- OR**
- Bring your order to the main office. Please make sure the order is forwarded to **Room 29**.
- ❑ (Optional) Enclose a self-addressed envelope if you wish for your pictures to be returned through the mail. Else, pictures will be forwarded to your senior once the books are distributed.

We, the Yearbook Staff, hope you will take this opportunity to leave a permanent and special message for your child. If you have questions, please email me at fre16jes@students.gcschools.net or call Mrs. Babb at 787-8030 or e-mail her at babbm@gcschools.net.

Sincerely,

Jessica Freshour, *Auctioneer* Business Manager

*****Ad deadline is September 17, 2014*****

SENIOR AD

Please mark your preference.

Note: Actual layouts for each ad are larger than illustrated here.

Proof? yes no

Email address: _____

Phone #: _____

1/8 Page Ad

Picture Here

Student Name
Copy goes in this space. Please limit your message to approximately 50 words or less.

\$45.00

Layout Selection:

Picture Here

Picture Here

(over)

Student Name
Copy goes in this space. Please limit your message to approximately 50 words or less.

\$85.00

1/4 Page Ad

Picture Here

Layout Selection:

Picture Here

Student Name
Copy goes in this space. Please limit your message to approximately 50 words or less.

\$85.00

1/4 Page Ad

Picture Here

Layout Selection:

Picture Here

Picture Here

Student Name

Copy goes in this space. Please limit your message to 75 words or less.

\$85.00

1/4 Page Ad

Layout Selection:

(over)

On a full page ad, you may use as many pictures and as much copy as you can fit on the page.

*****Note*****

**Too many pictures tend to clutter the ad.
A balance of words and pictures is recommended.**

**The cost of a full page message is
\$275.00**

The yearbook staff can help you design your layout upon request. You may want to look at last year's yearbook for ideas on how this can be done.

Proof? yes no

Email address: _____

Phone #: _____

Proof? yes no

Email address: _____

Phone #: _____

Picture 1 Here	Picture 2 Here	Picture 3 Here
1/2 Page Ad		
<i>Layout Selection:</i> <input type="checkbox"/>	Picture 4 Here	<p>Student Name Copy goes in this space. Please limit your message to approximately 50 words. You may eliminate picture 4 and increase your words to 90.</p> <p style="text-align: right;">\$140</p>

Picture 1 Here	Picture 2 Here <i>Layout Selection:</i> <input type="checkbox"/>	Picture 3 Here
Picture 4 Here	<p>Student Name Goes Here Copy goes in this space. Please limit your message to approximately 80 words. You may eliminate a picture and increase the number of words to 150.</p> <p>\$140</p> <p>1/2 Page Ad</p>	Picture 5 Here