



IMPORTANT NOTICE TO SENIOR PARENTS

REGARDING DIAPERS TO DIPLOMAS (PARENT AND FRIENDS ADS)

A picture is worth a thousand words – and a yearbook ad for your student is priceless! Students look forward to seeing your encouraging words at the end of the yearbook. Now is the time to start planning. I know it seems early, but these ads are due at the factory before the end of December, so the *Valhalla* staff must get started early.

Ads are available in the following sizes for the prices shown. We are also offering an early-bird incentive. You can save money if you get everything in to me by **November 9, 2011**. You may submit ads after that date, but the prices will be a bit higher. The **final deadline is December 7, 2011**.

NOVEMBER 9 DEADLINE PRICES	
Size of Ad	Color
Full page	\$350
Half page	\$225
Quarter page	\$150
Eighth page	\$80
DECEMBER 7 DEADLINE PRICES	
Size of Ad	Color
Full page	\$375
Half page	\$250
Quarter page	\$175
Eighth page	\$100

In order to reserve your page, I will need your money, pictures, and copy (words) turned in by the given deadlines. I will not be able to reserve a space for you unless I have everything at the same time. Please remember it is **FIRST COME, FIRST SERVED**. If I sell out of ad space before or on December 8, I will not add extra pages. You may drop everything off in my mailbox in the main office or send everything to GPN, Attention: Shari Adwers. Please make checks payable to GPN.

(See instructions on reverse)

Step-by-Step Instructions:

1. Select ad size and a standard ad design from the attached layout samples.
2. Provide photos for each space in the ad and briefly label on the template which photo should go in each space (baby with bib, boy on bike, senior photo, etc.). Please note important photo instructions.
3. Write text for the ad on the Order Form or attach it on a separate sheet of paper. (Staff will select appropriate font for size and conformity to book style.)
4. Deliver Order Form, CD with photos (see photo instructions), and payment to Shari Adwers by deadline.

PHOTO INSTRUCTIONS:

- It is best if you submit all pictures on a CD or disk. You may submit hard copies, but it is complicated getting them back at the end of the year. Therefore, the yearbook staff asks that everything be submitted by CD or disk. You can do this yourself or take it to a shop like Ritz Camera Center (19391 Mack Ave., GPW), who will scan your photos to a disk you can submit. Ritz will put 10 photos on a CD for about \$10.
- It is important to note that we cannot publish any professional senior portraits in the parent ads due to copyright restrictions. However, Stewart Portraits will email us portraits that you purchased. Please contact Mary at Stewart Portraits and make a note on your order form so I can follow up with her. Without explicit permission from the portrait studio, we will not publish senior portraits (otherwise, we would be in violation of copyright law).
- Select vertical (tall) photos for vertical spaces and horizontal (wide) photos for horizontal spaces on your chosen ad layout. Photos will be enlarged or reduced to fit the layout.
- If using more than one photo, you may note on the design template where you would like photos to be placed in your particular layout. Or leave the template blank, and the staff will select where photos should be placed.
- If you cannot submit your photos on a CD, please enclose with your order form the original photos you wish to use. Place a sticker on the back of each photo with your name, address, and phone number.

SPECIAL CONSIDERATIONS:

- The yearbook staff reserves the right to reject photos or text or ask the customer to make changes to conform to the staff's standards.
- **Students who place friends ads should carefully read and abide by the reminder listed on the back of the order form.**
- If photos are not submitted via CD, care will be taken to return them; however, copy prints should be submitted for irreplaceable photos. The school, yearbook staff, or yearbook company **do not accept responsibility** for lost or damaged photos. Again, CD submission is preferred.

QUESTIONS:

If you have any questions about planning your yearbook page, you can email me at gpnyearbook@gmail.com .

2011-2012 ORDER FORM

To complete yearbook ad please respond by **11/9/11** (for early rates) or **12/7/11** (for late rates) and provide:

- This order form
- CD with ad photo(s)
- Ad design choice and text (see reverse)
- Payment (cash or check payable to GPN)

Mail or deliver to:
Grosse Pointe North
Attn: Shari Adwers
707 Vernier Road
Grosse Pointe Woods, MI 48236
gpyearbook@gmail.com

CUSTOMER DATA

Student's name (s): _____

Is this ad a surprise for the student? _____ YES _____ NO

Parent/Purchaser's name: _____

Signature of Purchaser: _____

Best phone number(s) to contact you: _____

Email address where we can send your proof: _____

NOTE: We will send you a proof of your ad to review ONLY if you provide a valid email address.

ADVERTISING DATA

Note: In order to reserve your space, payment, photos, and text **must** be turned in **together** by the following deadlines. Due to limited space, staff will **NOT** guarantee ad space after **December 7, 2011**. Any available space after that date will be sold on a first-come, first-served basis.

Submit by 11/9/11 FOR EARLY PRICING

Size	Price
Full page	_____ \$350
Half page	_____ \$225
Quarter page	_____ \$150
Eighth page	_____ \$80

Submit by 12/7/11 FOR LATE PRICING

Size	Price
Full page	_____ \$375
Half page	_____ \$250
Quarter page	_____ \$175
Eighth page	_____ \$100

How many photos are you providing? _____

How were photos provided? _____ on CD _____ originals to scan (add \$10 scan fee)

PAYMENT

_____ Check Included _____ Cash Included Total Amount Paid \$ _____
(Do not mail cash)

(design and text instructions on back)

Submitting photos and text:

- All writing and photos must be “school appropriate” (no cigarettes, alcohol, obscenities, inappropriate gestures, etc.).
- **We cannot accept any initials or unclear references.**
- Our editors will design your ad space OR you may design your own page if you stay within the photo and word limits. Simply draw the design, number the picture areas and number the corresponding pictures.
- You **may not** choose the font used for the ad space. It will be selected by the editors to conform to our book’s design.
- Please submit photos on a disc. You may have this done professionally at Ritz or Speedi or do it yourself, but the images must be high-resolution .jpg files.
- We will scan photos for you *for an additional fee of \$10*. Please do not write on the backs of your photos in ink without placing clear tape over the writing. You may use grease pencil (lip liner or eyeliner will do) to keep from ruining your photographs (it wipes off easily with alcohol). **Please clearly label each photo on the back with student’s name and photo position number.**
- Do not submit collages, cut, or taped photos. If you want to crop a photo, use grease pencil or post-it notes to mark off the sections you want shown.
- All text must be neatly written or typed and submitted as a hard copy (not emailed or on disc).
- All copy will be edited by the adviser. Any material deemed inappropriate must be edited or eliminated (this includes abbreviations and/or unclear references. *If you are unsure of what is acceptable, stop by B323 to see samples.*)
- **Reminder to students:**
*Keep all writing and photos “school appropriate.” **Sorry, we cannot accept any initials or unclear references.***

DESIGN DATA

1. **Print your selected ad template and on it, briefly describe which photo should go in each space. For example, baby picture, child on bike, senior portrait with dog, etc.**
2. **Neatly print ad text below** [You may submit on another sheet of paper. Please limit your words to space as indicated in the design you choose to allow for photo size to be maintained.]
