



Congratulations on your student becoming a senior at Capital High School! The *Capital Dome* is now accepting orders for color senior ads. These ads give you the opportunity to express your love, pride, and congratulations upon their high school graduation.

Ads sizes and prices:

(price DOES NOT include the purchase of a yearbook):

Full Page	\$350.00
1/2 Page	\$220.00
1/4 Page	\$120.00
1/8 Page	\$60.00

Designs, Guidelines & Ordering:

On the next page are the available ad layout sizing. *Please make sure to read the guidelines and instructions section before submitting your ad.*

Ad Placement:

All ads are sold on a “first come, first served” basis. We will guarantee an ad for you as long as you meet the deadline.

● **Deadline: Wednesday, October 3, 2018**

The order form, photos, text and payment for your child’s ad are due on October 3, 2018. **Late ads have a \$5 fee.**

Orders placed and paid for prior to Friday, September 21st receive a free namestamp on the front of the yearbook.

Thank You!

We thank you for your patronage! If you have any questions, please e-mail or call the yearbook office, listed above.

Capital High School Yearbook Staff

Guidelines & Instructions *for ad submission*

Select the ad size. Proofs will be available in November for changes and edits.

Photos:

- Each ad contains a number of photos allowed; supply up to the allowed number of photos listed on the ad guidelines (note: sometimes less is more). If extra pictures are included, the staff will decide which one(s) to exclude.
- Decide which picture you want as the main photo. Label this as “Main.”
- Photos need to be submitted digitally (CD, Jump Drive, emailed). Digital resolution **MUST** be at 300 DPI. Ads submitted with hard copy images will be charged a **\$5 scanning fee.**
- We will enlarge or reduce your photos as necessary. We will also “crop” the picture to its best advantage.
- Do not send the original copy of any photo you value; we cannot guarantee its return. You can bring in a photo for us to scan (**\$5 fee**), or you can 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 cannot 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.

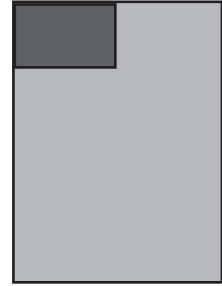
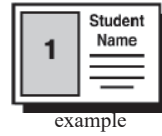
Text:

- The words you want to include in your ad are called “copy.” Please write (print) your copy legibly on a separate piece of paper, or you may type and print it and attach it to the form, or e-mail it to capitaldomeyearbook@gmail.com with the student name as the subject.
- We will choose a font (typeface) for your copy when we compose your ad. We will transfer your copy exactly as it is written to the ad. Double check your spelling and grammar.
- 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. We have added guidelines for the maximum amount of words for each ad size.

The Capital Dome staff reserves the right to change or rearrange any ad which is not appropriate for the yearbook without notifying you. This includes but is not limited to the exclusion of photos and text.

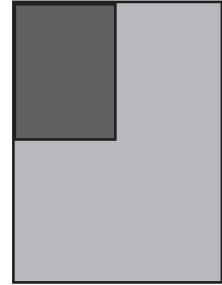
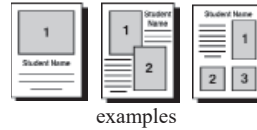
EIGHTH PAGE AD

- *Approximate dimensions: 3-3/4" wide x 2-1/2" high*
- *Submit 1 photo*
- *Maximum of 25 words*



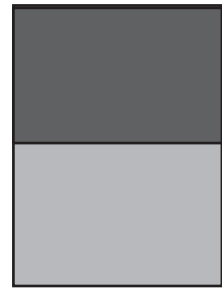
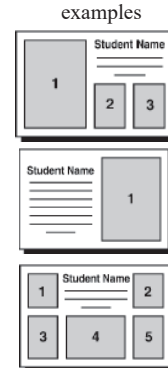
QUARTER PAGE AD

- *Approximate dimensions: 3-3/4" wide x 5-1/4" high*
- *Submit 1-3 images*
- *Label or mark the photo you would like as the MAIN photo.*
- *Maximum of 60 words.*



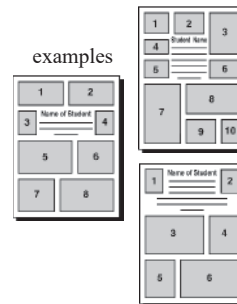
HALF PAGE AD

- *Approximate dimensions: 7-1/2" wide x 5-1/4" high*
- *Submit 1-7 images*
- *Label or mark the photo you would like as the MAIN photo.*
- *Maximum of 80 words.*



FULL PAGE AD

- *Approximate dimensions: 7-1/2" wide x 10-1/2" high*
- *Submit 1--12 images*
- *Label or mark the photo you would like as the MAIN photo.*
- *Maximum of 100 words.*



Words/text to be included in your ad:

Ad Order Form

Please complete and return this advertising contract (or a copy of it) with the photos and text for your ad.

Parent/Purchaser's Name

Student's Name

Mailing Address--Street or PO

City

State

Zip

Work Phone

Home Phone

Email Address

Is this ad supposed to be kept secret from your student?

Yes

No

(photos/discs may be returned to student when ads are completed if it is not a surprise)

What is the best time and place to reach you if we have questions about your ad? _____

Types of Ads/Size – Check one ad size.

Full Page\$350.00

1/2 Page\$220.00

1/4 Page\$120.00

1/8 Page\$60.00

Number of pictures submitted

Main photo is marked/labeled

Scanning Fee (if submitting hard copy photos)\$5.00

Late Fee (after October 3)\$5.00

A Total Amount\$

Payment:

Cash included

Check included

*–make check payable to
Capital High School*

Credit Card (you can either upload all photos and text
online at the time of purchase or submit them separately in
person)

Paid for baby ad online

\$ (amount enclosed or paid online)

*free namestamp will be reimbursed via a school check. Check
out with the namestamp option when purchasing the yearbook
online. Otherwise, turn in purchase form for yearbook in person.

I have [included / emailed] the text I want to include on the baby ad. I realize the wording and
(circle one)
spelling of the text will be put into the ad EXACTLY as I have written it.

I agree to the terms and guidelines stated in this brochure.

(Customer Signature • Date)

Mail: Capital High School, ATTN: Yearbook, 100 Valley Drive, Helena, MT 59601 or deliver to Capital High School.