



Congratulations on your student becoming a senior at Capital High School! The *Capital Dome* is now accepting orders for full color senior ads. These ads give you the opportunity to express your love, pride, and congratulations upon your student's high school graduation with photo(s) of your choosing.

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: Thursday, October 3, 2019

The order form, photos, text and payment for your child's ad are *due to the main office* on October 3, 2019. Late ads have a \$5 fee.

Orders placed and paid for prior to Friday, September 20th 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.

Guidelines & Instructions for ad submission

Select the ad size. Proofs of the **rough drafts** will be available the **end of November** for changes and edits. These will be **emailed** to the parents from capitaldomeyearbook@gmail.com. Emails used will come from the online order emails used, or those used on order forms. *Please make sure you write your primary email on the form.*

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 needs to be as high resolution as possible. If you send a photo and it is blurry, we will contact you for a better image. 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. 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 for your copy when we compose your ad. We will transfer your copy exactly as it is written to the ad. Please 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 what we suggest as 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

- Approximately 3-3/4" wide x 2-1/2" high
- Suggested: 1 photo and 25 words max

HALF PAGE AD

- Approximate dimensions: 7-1/2" wide x 5-1/4" high
- Suggested: 1-6 images and 80 words max
- Label or mark the MAIN photo.

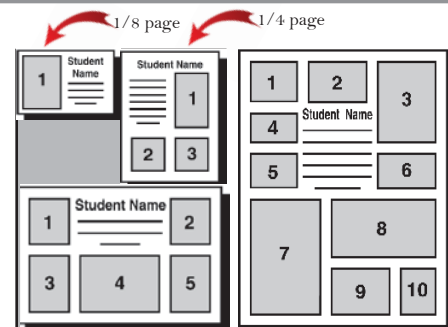
QUARTER PAGE AD

- Approximately 3-3/4" wide x 5-1/4" high
- Suggested: 1-3 images and 60 words max
- Label or mark the MAIN photo

FULL PAGE AD

- Approximate dimensions: 7-1/2" wide x 10-1/2" high
- Suggested 1--12 images and 100 words max
- Label or mark the photo the MAIN photo

Words/text to be included in your ad (feel free to attach a separate piece of paper):



1/8 page 1/4 page
1/2 page Full page
***These are not what the ad will look like, these are to give you an idea of space for photos and text.

Ad Order Form

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

Parent/Purchaser's Name			Student's Name	
Mailing Address--Street or PO				
City	State	Zip	Work Phone	Home Phone

PRIMARY email address to receive rough drafts. Add capitaldomeyearbook@gmail.com to trusted senders to ensure it does not go to junk folder.

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)
In the morning, is phone or email best to contact 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
- Total Amount\$

(**Please remember to order a yearbook separately, as this does not include a yearbook)

Payment:

- Cash included
- Check included
*–make check payable to
Capital High School*
- Credit Card (you can either upload all photos and text on-line at the time of purchase at yearbookforever.com or submit them separately in person or via email)

*early ad submission free namestamp will be reimbursed via a school check if the yearbook is purchased online. Check out with the namestamp option when purchasing the yearbook on-line. Otherwise, turn in a purchase form for yearbook in person.

\$ (amount enclosed or paid online)

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

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.