

# YEARBOOK

## Bernardo Yorba Middle School

*5350 Fairmont Blvd. • Yorba Linda, CA 92686  
(714) 986-7400*

### It's amazing how quickly they grow up...

The yearbook staff at Bernardo Yorba Middle School is now accepting orders for personal ads in the 2010 yearbook, so it's time to choose photos and start working on your message of congratulations, pride and love.

### Sharing your pride is easy:

1. Decide which design you want.
2. Collect the photos you want to use and compose the message to fit the ad space.
3. Read all instructions for ad submission.
4. Complete the Ad Order Form; send it in with payment, photos and your message.

The absolute deadline for receipt of completed ad materials is **March 29, 2010**, but the yearbook staff cannot guarantee that space will be available until that date. Ads will be accepted in the order in which they are received. Ad materials received after the pages are filled or after the due date will be returned immediately.

The yearbook staff is pleased to offer you this opportunity to honor your student and to support the 2010 Bernardo Yorba Middle School yearbook.

# Bernardo Yorba Middle School

## Ad Order Form

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

Purchaser's Name \_\_\_\_\_

Student's Name \_\_\_\_\_

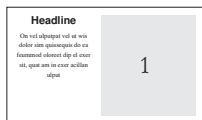
Street Address \_\_\_\_\_

City / State / Zip Code \_\_\_\_\_ Daytime Phone \_\_\_\_\_

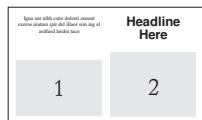
Is this ad supposed to be kept confidential?    yes     no     E-mail Address \_\_\_\_\_

### Eighth Page Personal Ads    \$30

- Approximate dimensions: 4" wide x 2 1/2" high
- Refer to the number below each design to identify which layout you wish to use
- Changes can be made with approval.



E-1



E-2



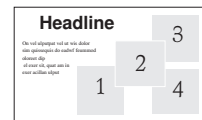
E-3



E-4



E-5



E-6

### Payment

Cash included     Check included     Money Order included

### Payment

Amount enclosed \$ \_\_\_\_\_

Make checks payable to **Bernardo Yorba Middle School.**

### Photos instructions, requests, comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Copy/Text to be included in your ad:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(If more space is needed please attach separate sheet of paper.)

I agree to the terms and guidelines stated in this contract:

\_\_\_\_\_ Customer signature

\_\_\_\_\_ Date

## Instructions for Ad Submission

### Photos

- Indicate in which photo box (numbered 1-4) you would like each photo to be placed.
- DO NOT send original copies of any photo you value; we cannot guarantee its return. Instead, submit a photo quality copy of any picture you cannot replace. We do not recommend computer generated ink jet photo images on plain white paper and cannot be held responsible for the quality of the reproduction if you submit a photo in this manner.
- We cannot use photos which have been cut, glued or taped to paper.
- Please DO NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems that may arise.

### Text

- The words you want to include in your ad are called "copy." Please write (print) your copy legibly on the ad order form, or you may type or print it on a separate sheet and attach it to the order form.
- We will choose a font/typeface for the copy when we design your ad. We will correct grammar, punctuation and spelling errors unless otherwise instructed.
- Take into account the size of your ad when writing your message to your student. A large quantity of text in any ad will end up being set in small type which may not be easy to read.

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