

YEARBOOK

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

The Hornet staff at Herndon High 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 size ad and 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; mail it in to the school's address, attention Yearbook, with payment, photos and your message.
5. Still have questions? Please contact the Hornet Yearbook staff at HerndonYearbook@gmail.com

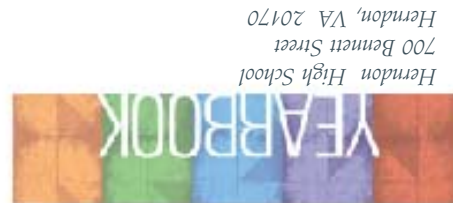
The deadline for receipt of completed ad materials is **November 20, 2009**, but the Hornet staff cannot guarantee that space will be available until that date. Ads will be accepted in the order in which they are received. Ad materials received after the pages are filled or after the due date will be returned immediately.

The yearbook staff is pleased to offer you this opportunity to honor your student and to support the 2010 Hornet yearbook.

eShare - New for 2010

Prefer to turn your pictures and text in electronically? Simply fill out the form, write "eShare" in the Photo and Copy/Text, and mail in the form with payment. Then:

1. Go to www.hjshare.com. Type in our school code, 3005991.
2. Fill out the form, agree to the terms and conditions, and click browse to select your image. Please note the system will only accept jpeg images.
3. Type in the grade level and name of your student. In the description you can type the copy/text for your baby ad.
4. If you are submitting more than one photograph you will need to do a separate upload for each picture.

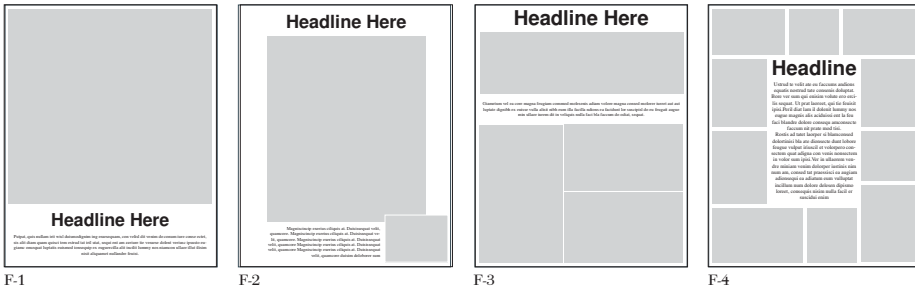


Your Opportunity to Show
Them How Proud You Are
is Here!

* Check inside for ad styles and color options

Full Page Ads - \$500

- Approximate dimensions: 8" wide x 10.5" high
- Refer to the number below each design to identify which layout you wish to use



F-1

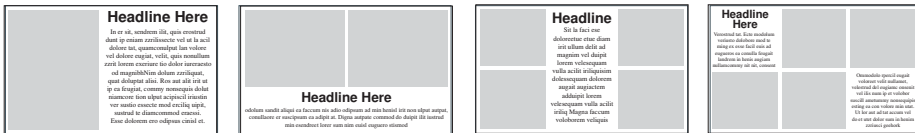
F-2

F-3

F-4

Half Page Ads - \$250

- Approximate dimensions: 8" wide x 5.25" high
- Refer to the number below each design to identify which layout you wish to use



H-1

H-2

H-3

H-4

Quarter Page Ads - \$125

- Approximate dimensions: 4" wide x 5.25" high
- Refer to the number below each design to identify which layout you wish to use



Q-1

Q-2

Q-3

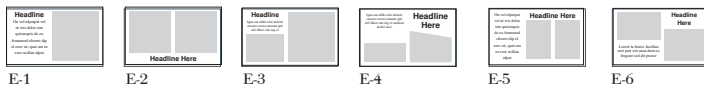
Q-4

Q-5

Q-6

Eighth Page Ads - \$75

- Approximate dimensions: 4" wide x 2.5" high
- Refer to the number below each design to identify which layout you wish to use



E-1

E-2

E-3

E-4

E-5

E-6

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.

Student's Name _____

Parent/Purchaser's Name _____

Street Address _____

City / State / Zip Code _____ Daytime Phone _____

Is this ad supposed to be kept confidential from your student? yes no E-mail Address _____

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

Customer signature

Date

Types of Ads/Size

Full Page - \$500

Design# F-1 F-2 F-3 F-4

Half Page - \$250

Design# H-1 H-2 H-3 H-4

Payment

Cash included Check included Money Order included

Quarter Page - \$125

Design# Q-1 Q-2 Q-3 Q-4 Q-5 Q-6

Eighth Page - \$75

Design# E-1 E-2 E-3 E-4 E-5 E-6

Payment

Amount enclosed \$ _____

Make check or money order payable to Herndon High School.

Photos: instructions, requests, comments:

Copy/Text: to be included in your ad:

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

Instructions for Ad Submission

- Select the ad size you wish to purchase; then, using the sample layouts on the left, choose the design number within that size that you would like used for your student's ad in the yearbook.
- **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. Scanned images submitted on a CD are acceptable.
- **NEW FOR 2010:** You may upload your photos to www.hjshare.com. See the first page for more information.
- Please DO NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems that may arise. We cannot use photos which have been cut, glued or taped to paper.
- **Copy/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 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. The most popular eighth page ad (E-1) can have approximately 50 words. The most popular quarter page ad (Q-4) can have approximately 100 words.

Photos:

- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the ad you chose.
- Decide which picture you want in which photo block in the design. A vertical photo blocks require "up and down" images and horizontal photo blocks require "left to right" images.
- Using a pencil, write softly on the back of the picture the photo block number in which you want the picture to appear. If you do not number the photos, our staff will place the photos attractively.