

# **FULL COLOR Senior Ads!**

## **Robert E. Lee High School**

**2012 Shield**

*6540 Franconia Rd*

*Springfield, VA 22150*

*703-924-8300*

*pylee@fcps.edu*

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

The *Shield* staff at Lee High School is now accepting orders for personal ads in the 2012 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; send it in with payment, photos and your message.

The deadline for receipt of completed ad materials is December 1, 2012. The *Shield* staff cannot guarantee that space will be available after that date. Ads are accepted in the order in which they are received. Ad materials received after the pages are filled will be returned immediately.

The yearbook staff is pleased to offer you this opportunity to honor your student and to support the 2012 Lee High School yearbook.



# Senior Ad Order Form

Please complete and return this advertising contract with payment, photos and text for your ad to Mrs. Patty Lee. Ads can be mailed to the school to the attention of Mrs. Patty Lee.

If you have any questions, please contact Mrs. Patty Lee at pylee@fcps.edu.

Parent/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 \_\_\_\_\_

## Types of Ads/Size

- 1 Unit - \$50 (one picture permitted)
- 2 Units - \$80 (up to two pictures permitted)
- 3 Units - \$135 (up to three pictures permitted)
- 4 Units - \$175 (up to four pictures permitted)
- 6 Units - \$250 (up to six pictures permitted)
- 12 Units - \$475 (up to eight pictures permitted)

## Payment

- Cash included     Check included     Money Order included

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

Make check or money order payable to **Lee 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.)

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

Customer signature


Date

Jonathan Smith



Dear Johnny,  
We always knew you would climb to great heights! Know that we love you and will always be there for you.  
Love, Mom and Dad

A sample  
1- unit ad.  
One unit =  
2.68" W x  
2.68" H



## Instructions for Ad Submission

### Photos:

- Using a pencil, write softly on the back of the picture the name of the senior.
- 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 or xerox copies of photos 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.
- 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.