

Class of 2010  
**SENIOR YEARBOOK ADS**

McLean High School

The Clan Yearbook

1633 Davidson Road

McLean, VA 22101

703-714-5801

[mcleanhsyearbook@gmail.com](mailto:mcleanhsyearbook@gmail.com)

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1633 Davidson Road  
McLean, VA 22101

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

The Clan Yearbook staff at McLean High School is now accepting orders for senior ads in the 2010 yearbook, so it's time to choose photos and start working on your message of congratulations, pride and love.

Group ads are also available for purchase at the half page and full page size. Consider joining with other parents to create ads that honor your child's involvement in school activities like band or tennis or to commemorate a special group of friends. Perhaps your child is still close with the kids they went to kindergarten with or they have a special bond with their youth group. Don't miss out on this opportunity to show your son or daughter how much you care.

## Sharing your pride is easy:

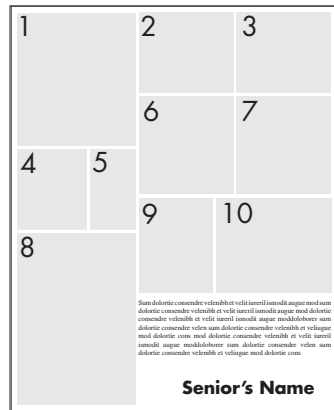
1. Decide which size ad and which design you want.
2. Collect the photos you want to use and compose the message to fit the ad space.
3. Read all instructions for ad submission.
4. Complete the Ad Order Form; send it in with payment, photos and your message.

**The deadline for receipt of completed ad materials is OCTOBER 15, 2009.**

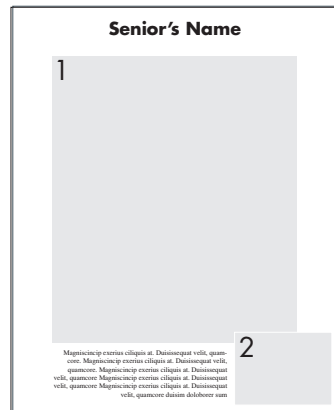
Space is limited and ads will be accepted in the order in which they are received. If space is available after October 15, ads may be accepted until space is filled. The yearbook staff is pleased to offer you this opportunity to honor your student and to support the 2010 McLean High School Clan yearbook.

# Full Page Ads

- Approximate dimensions: 8" wide x 10 1/2" high
- Refer to the number below each design to identify which layout you wish to use
- Available for individual students as well as groups



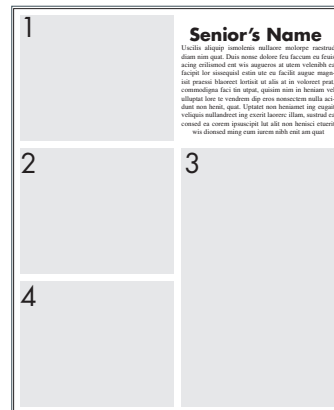
F-1



F-2



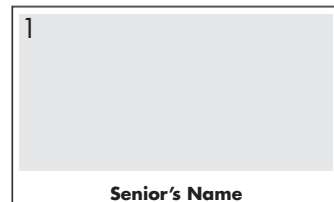
F-3



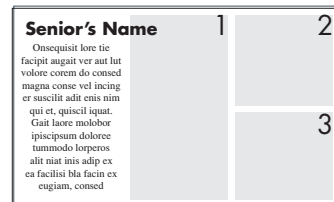
F-4

# Half Page Ads

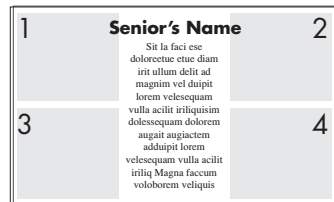
- Approximate dimensions: 8 1/2" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use
- Available for individual students as well as groups



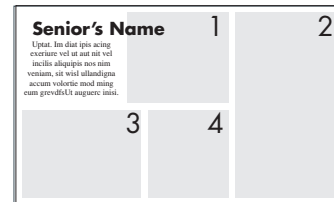
H-1



H-2



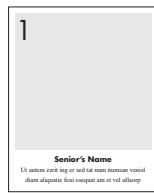
H-3



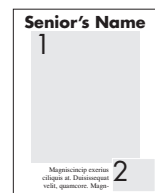
H-4

# 2-Unit Ads

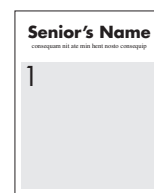
- Approximate dimensions: 2 1/2" wide x 5 1/2" high
- Refer to the number below each design to identify which layout you wish to use
- Available for individual students (not available for groups)



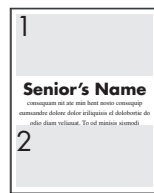
Q-1



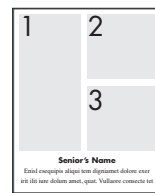
Q-2



Q-3



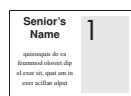
Q-4



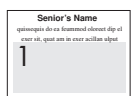
Q-5

# 1-Unit Ads

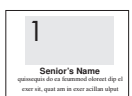
- Approximate dimensions: 2 1/2" wide x 2 1/2" high
- Refer to the number below each design to identify which layout you wish to use
- Available for individual students (not available for groups)



E-1



E-2



E-3



E-4

# Senior Yearbook Ad Order Form

The deadline for receipt of completed ad materials is **OCTOBER 15, 2009.**

Please complete and return this advertising contract with payment and the photos and text for your all-color yearbook ad.

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/Sizes

**Full Page Color AD: \$ 550**

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

**2-Unit Color AD: \$100**

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

**Half Page Color AD: \$ 280**

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

**1-Unit Color AD: \$55**

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

## Questions?

The yearbook staff is happy to answer your questions and assist with the senior ad process. Please email us at [mcleanhsyearbook@gmail.com](mailto:mcleanhsyearbook@gmail.com) and we will answer your questions or arrange a time to meet in person.

## Payment

Amount enclosed \$ \_\_\_\_\_  
Make check or money order payable to MHS Publications

Photos instructions, requests, comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Copy/Text to be included in your ad:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Instructions for Ad Submission

- Select the ad size you wish to purchase; then, using the sample layouts on the opposite page, choose the design number within that size that you would like used for your student's ad in the yearbook.
- Changes may be made to these designs with prior approval of the yearbook adviser and/or editor.

## Photos

- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the ad you chose. If you include extra pictures, our staff will decide which one(s) to exclude.
- Decide which picture you want in which photo block in the design. A vertical photo block requires "up and down" images and horizontal photo blocks require "left to right" images.

## Submitting Digital Photos:

Save photos at resolution of 300 dpi. Files must be in .tiff or .jpeg formats. The name of the file should be the senior's first initial and last name followed by the photo block number in which you want the picture to appear.. (John Smith picture #1 = jsmith1.jpg). Save the photos to a CD and submit with your order form and check.

## Submitting Traditional Photos:

- Write the photo block number in which you want the picture to appear on a Post-it note and attach it to the back of each picture. If you do not number the photos, our staff will place the photos attractively.
- DO NOT send original copies of any photo you value; while we will do our best to return photos to you in the Spring, we cannot guarantee its return. Instead, submit a photo quality copy of any picture you cannot replace (CVS, Target and Costco all make professional quality copies). 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.
- **Copyrighted material, such as song lyrics or poems may NOT be used.**