

PERSONAL AD ORDER INFO

DEADLINE: Nov. 11, 2011

LAST CHANCE

Westfield High School
4700 Stonecroft Blvd
Chantilly, VA 20151



GRADUATION/SENIOR/BABY AD ORDER

Justin Cross

Joyous was the day we brought you home
 Unusual were the times you chose to be alone
 Surrounded by teammates, family and friends
 Tournaments and game meant lots of wins
 Interests as varied as the words Steven King writes
 Never surprised as you soar to new heights

Here's to success in the future and four great years at Louisiana Tech!

Love and prayers,
 Mom, Dad, Melissa, Brian & Katie

Melissa Holley

You've made us so proud. We share your smile.
 Watch out LSU!!! Here she comes!
 Love, Mom, Dad & Aunt Dawn

David Toffaletti

We're looking forward to more roadtrips to swim meets. Have fun (but not too much) at FSU!

Love, Mom & Dad

Robin Springs

From blue jeans to boots you've worn it well.
 From crayons to oil pastels, your gift is clear.
 From now to forever, you're our baby girl!

Love, Mom & Dad

**YOUR OPPORTUNITY
TO SHOW THEM HOW
PROUD YOU ARE
IS HERE!**

**LAST CHANCE
DEADLINE: Nov. 11, 2011**

* Check inside for ad styles and color options

NOW'S YOUR CHANCE



THE GUARDIAN YEARBOOK WESTFIELD HIGH SCHOOL

GRADUATION/SENIOR/BABY AD ORDER

Senior _____

Student ID _____

Purchasers Name _____

Purchasers Phone _____

Purchasers E-mail _____

Payment Method _____ Check Number _____

How many photos did you submit: _____

How did you submit your photos? ___ CD ___ Email ___ E-share ___ Hard Copy

Which ad have you chosen? (one ad per order form)

# Units	1 unit	2 units	3 units	4 units	6 units (half page)	12 units (full page)
Price	\$55	\$100	\$147	\$191	\$270	\$500
Max. # of Photos	1	2	2	3	4	8
Approx. # of words	50-60	50-60	120	150	150-200	>250
Check your ad size:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ORDER FORMS

Please submit only one ad on each order form. You can download additional order forms at the Westfield website or get more from the main office.

QUESTIONS?

Contact Business Manager Anne Halterman at (703) 488-6476 or westfieldyearbook@gmail.com

All ads will be reproduced in COLOR! (unless you submit b & w pictures)

DEADLINE

The **LAST CHANCE** deadline for placing orders is **2 p.m., Nov. 11**

EDITORIAL POLICY

The Guardian reserves the right to edit all content for grammar, punctuation and spelling. We will design/edit the ads for consistency and clarity. Editors reserve the right to refuse content not suitable for student publications.

CUT HERE

CUT HERE

1

Pick Your Ad Size

# Units	1 unit	2 units	3 units	4 units	6 units (half page)	12 units (full page)
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Max. # of Photos	1	2	2	3	4	8
Approx. # of words	50-60	50-60	120	150	150-200	>250
Check your ad size:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The max photos and words are merely guidelines above 1-unit ads. For example, if you increase the number of photos, you'll want to decrease the number of words and vice versa.

2

Write Your Message

Write your message in the space below OR type it and attach it. Remember to adhere to the guidelines on the number of words as listed above. Consider a greeting ("Our Dearest Sophie") and a salutation ("Love, Mom & Dad").

3

Submit Your Photos

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 number of the photo. (John Smith picture #1 = jsmith1.jpg). Save the photos to a CD and submit with your order form and check. You can also e-mail the photos to westfielddyearbook@gmail.com with your senior's name in the subject line. OR you can upload your photo by visiting www.hjeshare.com and use school code **3052244**.

Submitting Conventional Photos: Submit hardcopy photos printed by a commercial photo printer (i.e., Walmart, Costco). DO NOT: print from your home computer and inkjet or laser printer, submit photo proofs from Blanton Studios, cut the photo into weird shapes or crop the photo in any way. Print the senior's name lightly on the back of the photo in ink. We will do our best to return your photos to you in the condition they were presented. If you are submitting photos that cannot be replaced, consider delivering them in person.

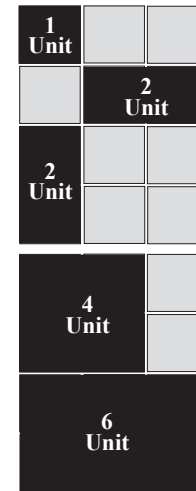
4

Submit Your Order

Bring your order form, check and photos to Room C109 or the main office. You can also mail to Yearbook Ads, Westfield HS, 4700 Stonecroft Blvd, Chantilly, VA 20151.

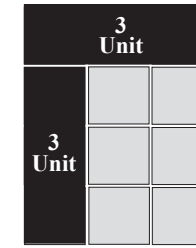
CUT HERE

CUT HERE



Sizes

Each page is divided into 12 units. This allows your ad to be 1, 2, 3, 4, 6, or 12 units as indicated.



Mariah Pic



What a delight it has been watching our little princess grown through the years. You are the heart and soul of our lives, and we could never imagine a more perfect daughter. For all that you are and all that you will be, we are forever proud.
Love, Mom and Dad

One Unit
Actual Size = 2.67" x 2.53"

David Smith



You are the snazziest little brother around, and I'm lucky to be your big sister. Even though you were a pain in the butt most of the time, I'm lucky to know you.
Good luck at Yale and don't forget me when you're famous!
Love your big sis,
Diane

Two Units
Actual Size = 5.4" x 2.53"

Frequently Asked Questions

Do all the parents buy these?

Not all, but about 75 percent of parents will buy at least one grad ad for their graduate.

What size of ad should I buy?

The average ad size is a 2 unit ad. Some parents buy bigger, some buy smaller. It depends on how many photos you have to submit and what you want to say. It's better to buy bigger so we don't have to edit your message.

Can I buy more than one ad?

Most certainly. Many parents do. If your child lives in more than one household, it's OK for him to have more than one ad. And don't forget to buy an ad from siblings, grandparents, pets, etc.

Is there a discount for buying more than one ad?

No, there is no discount for purchasing multiple ads. For example, purchasing two 1-unit ads costs \$110, not \$100.

Do I design my own ad?

No. To keep some consistency in the ad section, we'll design for you. Just submit your photos and text.

Can I submit embarrassing pictures?

Most certainly. However, nudity is not allowed, even for babies.

Can I quote song lyrics?

No. Poems, lyrics, and copyrighted works are not allowed.

Can you guarantee that I will get my photos back?

If your photo is irreplaceable, please don't give it to us. We will do our best to return your photos in the condition they were presented. Photos will be returned to your student picks up the yearbook in May.

Can you make sure my child doesn't see the ad before it prints?

We do our best, but we're just kids and we sometimes make mistakes.

We can't afford an ad but don't want our student left out. Can you help?

Maybe. Contact Mr. Whitten at (703) 488-6475 or adwhitten@fcp.edu.

Why are your ads so expensive?

They're not. Compared to other schools that print similar yearbooks our size, our prices are comparable.

I missed the deadline. Is it too late?

Contact Annie at (703) 488-6476 or westfielddyearbook@gmail.com.

I'm confused.

Call Anne. It's her job. She will be bored if you don't call. (703) 488-6476. Or email her at westfielddyearbook@gmail.com.

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