



FAIRFAX COUNTY
PUBLIC SCHOOLS

Lock & Key Yearbook Staff
South County Secondary School

8501 Silverbrook Road
Lorton, Virginia 22079

September 2009

Dear Senior Parent/Guardian,

The yearbook staff at South County School has begun to sell advertisement space in the *Lock & Key*. High School yearbooks cost thousands of dollars to publish and we cannot cover all of the costs by ourselves. We are asking you to contribute to our cause and to help make this year's yearbook something to remember!

Take this opportunity to congratulate your senior for many years of hard work and effort. Senior advertisements are memories that your senior will keep forever. Include funny pictures, memorable words of advice or anything else you'd like to include in your advertisement.

Advertisements are on a **first come, first serve** basis, so secure your spot today. Your spot is secure when you submit ALL advertising material to us (including order form, payment, all photos, and text).

The last date we will accept senior ads is **December 21st, 2009**. (Spots may still be available after the 21st, but we cannot guarantee this).

The prices for advertisement space in the 2009-2010 *Lock & Key* are as follows:

Eighth-page \$90	Half-page \$300
(1-2 photos, 1-2 lines of text)	(3-4 photos, 5-6 lines of text)
Quarter-page \$185	Full-page \$575
(2-3 photos, 4-5 lines of text)	(5-8 photos, 7-10 lines of text)

Ads turned in with missing text, photos or payment will be returned and you will lose your ad spot in the yearbook until completed material is submitted.

All completed ads can delivered to Jennifer Delinski, c/o SCSS, 8501 Silverbrook Road, Lorton, Va. 22079, or the text and photos can be emailed to scssyearbookads@yahoo.com, as long as the payment is turned in the same day.

The *Lock & Key* is an award winning yearbook both regionally and nationally. We appreciate your support in helping us make our book the best it can be.

Sincerely,

Amber Burow & Lisa Welch, advertising editors

Senior Advertisement Order Form

WE WILL NOT ACCEPT AN INCOMPLETE AD. MAKE SURE ALL PAYMENTS, TEXT AND PHOTOS ARE SENT IN TOGETHER

Date: _____

Name of Person Purchasing Advertisement: _____

Contact Phone Number: _____ Best time to Contact: _____

Advertisement is for: _____

Size of Advertisement:	1/8 of page	1/4 of page	1/2 page	Full Page
(Please circle)	\$90	\$185	\$300	\$575

Additional guidelines and information:

1. Original photos won't be accepted- please send a copy. **No photos will be returned.**
2. The yearbook staff will make the final decision whether to publish an image or text. You will be informed if there is a problem with your advertisement, so don't forget to fill out contact information.
3. Photos can and will be cropped or reduced in size to fit layout
4. We accept images on CD as JPEGs and TIFF files. Please **DO NOT** turn in paper copies of photos; they do not meet the minimum PPI requirements for publication.
5. Ads will not be accepted after December 21st, 2009 unless there is room.
6. Advertisement space is on a first come, first serve basis. Once we run out of room, no more ads will be accepted, so reserve your spot today!
7. If you turn in an incomplete ad, it will be returned to you and you will lose your spot in the yearbook.

Checklist before Turning in Advertisement Form:

- Order form information is complete
- Text or message for ad is attached
- All electronic or copies of photos are attached
- Payment is included with completed information. We only accept cash and checks. Checks can be made to *scss yearbook*.

Thank you for supporting the 2000-2010 *Lock & Key* Award-Winning Yearbook ☺