

CREATING YOUR AD

- **AD SIZES & PHOTO LIMITS:**

Full page image area is 7.5 wide x 10 tall	limit of 10 photos
Half page image area is 7.5 wide x 5 tall	limit of 4 photos
Quarter page image area is 3.75 wide x 5 tall	limit of 2 photos
Business Card image area is 3.75 wide x 2 tall	limit of 1 photo with minimal text

- Lay out your ad the correct size or proportionately to the correct size ad you have purchased.
Example: 1/2 page ad is a wide/horizontal format, Full page ad and 1/4 page ad is a tall/vertical format
- Write out a simple sketch on paper showing how you want your ad layout to look with approximate positioning and sizes of photos. Hand-written copy is okay. You may request a font (big and bold, script, cute, etc.) or attach a sample of a font you like. Do not request the font by name – attach a sample of what it looks like. You may request a particular border and/or clip art. We can reduce or enlarge photos to fit your layout. A layout sketch does not have to be provided. We will design the ad for you.



EXAMPLE: HALF PAGE AD SKETCH

- Put the students name on the back of each photo.
- **CREATING PHOTO COLLAGES AND MONTAGES:**
Do not use the square scrapbook paper to create your ad. It does not reduce in proportion to any size ad. Cut the paper to 8.5 x 11 or 10 x 12. Do not create a collage larger than 11 x 17. If you are decorating your collage with clip art and stickers, metallic stickers do not scan well. On black and white ads, red, silver and gold scan in as black. If you do not want to cut your original photos, get additional continuous tone prints made. (see “photos” section for more info) You can also have them reduced or enlarged to fit better onto your collage.
- **CREATING “CAMERA READY” ADS:**
All text and photos are pasted up, in position, ready to go. The ad will be scanned in **as is** from your original artwork. Type changes cannot be made. If you are decorating your layout with clip art and stickers, metallic stickers do not scan well. On black and white ads, red, silver and gold scan in as black. On black and white ads, It is best to use black text and graphics only - colored text and graphics will reproduce as light grey.
- Turn in your completed ad to the Program Coordinator. Only complete pages and ads are to be turned in. Ads with missing photos should not be turned in.

MEETING THE DEADLINE OF JUNE 15

- ALL ads/pages should be turned in per the deadline. If room is available after the deadline, late ads will be accepted but an additional charge will apply. COMPLETE ads must be turned in by the deadline. We cannot wait on photos to come later. “ALL” ads to be turned in by the deadline include: personal/spirit ads, business ads, cheerleader groups, band groups, drill team groups, football coaching photos and bios, etc. The only thing accepted after the deadline is football team photos. This is a very tight schedule to get just the football pages complete before the first game.
- New personal and business ads will not be accepted during the season to be put into the insert.
- Changes should NOT be made to ads after they have been turned in. If a photo or text MUST change, the advertiser should attach a check for \$75.00 made payable to Jayroe Litho, Inc. If possible, we will make the change. If it is too late to make the change, the check will be returned.
- Only one ad per CD. Example: If Mary Smith buys 10 different ads, she must turn in 10 separate CD’s that represent each of her different ads. If all 10 ads are put onto one CD, \$20 per CD will be charged and will be payable before we put the ads into the program.
- EMAILED ADS AND PHOTOS ARE NOT ACCEPTED. Please burn your ads to a CD and deliver it to the Program Coordinator.

CREATING YOUR AD ELECTRONICALLY

- **Only CD's are accepted.** 3.5" disks are not accepted.
- **Only one ad per CD.** Example: If you purchase 3 different ads, then 3 separate CD's must be turned in. Label each CD with school name, students name and size of ad purchased. If you do not want to see them in the program, please do not include extra items on the CD (like Aunt Betty and Uncle Bob in front of Old Faithful). Only the photos you want in your ad should be on the CD.
- A laser print out of each ad must be included with the CD.
- Convert all fonts to outlines/curves. If this is not possible, include all fonts (printer and screen fonts) on the CD. If fonts are not included, we will substitute your fonts with our fonts as close as possible.
- Include all support files; that is, all photos and artwork that is placed in the ad layout.
- Acceptable **macintosh and pc windows** software (all versions):
 - Quark Xpress (include printer and screen fonts or we will substitute with our fonts)
 - Adobe Illustrator (fonts should be converted to outlines)
 - InDesign (fonts should be converted to outlines)
 - PageMaker - should be saved as a high resolution pdf file*
 - Freehand - should be saved as a high resolution pdf file*
 - Corel Draw - should be saved as a high resolution pdf file*
 - Adobe Photoshop - generated at 300 dpi at the correct size.*
 - PDF - generated as 300 dpi high resolution.*
 - JPG - generated as 300 dpi and saved as high resolution.*
 - EPS - generated as 300 dpi and saved as high resolution.*
 - TIF - generated as 300 dpi and saved as high resolution.*
- For black and white ads, all artwork must be created as BLACK or a shade of black. Colored graphics may not print the way you want.
- **FOR TWO-COLOR ADS** (example: green ink and black ink), ALL ARTWORK MUST BE CREATED USING **SPOT COLORS**. If you pick your "green" from a color wheel on your computer, **IT IS NOT A SPOT COLOR**. If you don't know what this means and cannot choose a spot color, your ad will not print properly. It will print as black & white only. The green areas will print as grey.

*** These files will only print as black and white ads or full color ads ONLY.**
They will NOT print as SPOT color ads; i.e. black and green. For full color ads, all artwork must be created at 300 dpi as CMYK colors, not RGB

★★NOTE: Word, Excel, Publisher, Print Shop Deluxe, Power Point, etc. is not listed above★★

These are low-resolution, word processing programs and are not acceptable for high-quality printing. We accept these programs for copying text only, not for design or ad layout. SPOT colors cannot be created in these programs. Fonts do not transfer with these programs. If you create your ad in one of these programs, you can do one of two things:

1) get a photo quality print made that we can scan in, or 2) create a high-resolution pdf. The ad will only print in black and white or as four-color process. It will not print as SPOT colors. (see above explanation)

PERSONAL AD CREATION - SPECIAL SERVICE AVAILABLE

This should not be confused with the normal ad creation noted on page 1 which is free of charge to the advertiser. If a parent or advertiser would like personal attention with their ad creation, we can do that if the ad(s) are brought to us before June 1. The parents can bring their ad copy and photos to us and we will create/design the ad with them.

Payable by the parent at the time they order, the charge is:
\$125.00 for a full page black and white ad, \$175.00 for a full page color ad, \$75.00 for a half or quarter page black and white ad, or \$125.00 for a half page color ad. This price includes a proof with the initial design and the parent can make one set of changes. Any additional changes and proofs will incur additional charges. When the ad is complete, we will provide a CD to turn in to the Program Coordinator.

★★★★★★ **A GOOD BOOK STARTS WITH GOOD PHOTOS** ★★★★★★

- **On team/group photos, it is recommended to use a professional photographer.** Professional photos make a tremendous difference in the quality of your program! If a non-professional takes the photos, proper lighting should be used. Outdoor sunlight is good with the students facing the sun. Without proper lighting, the gym and hallways do not produce good photos. Do not take the head shots so close. Take the photo from the waist up and leave plenty of space above the head. We will crop them tighter if needed. The students should be against a light-colored background/wall. For black and white photos, red or silver or dark brick scans in as black. If you have a dark-complected student against a red wall, the wall and the student will blend together.
- **Digital photos**
CAMERAS WITH 5 MEGAPIXELS OR LARGER ARE RECOMMENDED. Most digital cameras take photos at 72 dpi, and we need 300 dpi to reproduce for printing. Digital photos must be taken at the **highest/largest** setting on your camera. This will produce a 72 dpi photo that is approximately 25-30 inches wide, therefore, it will reduce enough to make it 300 dpi. If you do not have a "large" setting on your camera, we can only reproduce your photo at approximately 2 inches wide. Examples: On a 4-megapixel camera, we can reproduce the photo at about a 4x5 size. On a 5-megapixel camera, we can reproduce the photo at about a 5x7 size. Be sure the people you want in the photo take up the majority of the photo. Don't be far away with a lot of extra background showing.
- **Only one ad per CD.**
Example: If you purchase a full page ad and a half page ad, the photos must be separated onto 2 different CD's. One CD with the photos for the full page ad and one CD with the photos for the half page ad.
- **Continuous tone prints**, which is a regular photographic print, should be made of your digital photos – **not color copies or laser prints** from the computer. Color copies (like at Kinko's) and laser prints of photos do not reproduce properly. If copies of photos are needed, it is best to use the negative and get a new print made OR use the photo reproduction machine at a camera store and get a continuous tone print made.
- **If you get digital photos from a photographer**, we will not accept the disk directly from the photographer without the files being named. Before bringing to us, someone must download the photos to a computer, choose the shots to be used in the program, re-name them with the student's name, and create a new CD with only the photos that you have chosen/re-named. The second option is to have a log that says "photo 9875 is Mary Smith, 9804 is John Harris", etc. Someone has to go through the photos and decide which shot to use and name them.
- Photos can be scanned and used in your layout to show us positioning and cropping, but send the original photos to us for high resolution, professional scanning. Your photos will be returned, unharmed. If you scan your own photos, they must have been originated/scanned at 300 dpi at the size they are to be printed. It is still recommended that you send your original photos to us to scan. Our scanner is a professional, high-quality scanner that captures greater detail than a home scanner.
- Any size photo can be submitted. Once scanned, we can reduce, enlarge and/or crop your photos to fit your layout. Do not cut photos, unless you are creating a collage page. Use sticky notes or a pencil sketch to indicate cropping.
- Camera phone photos will not reproduce well.

TEAM PHOTOGRAPHY AVAILABLE

Jayroe Litho now has an on-staff, professional photographer available to go on location and take your team photos. Prices range from \$200.00 for most sports, up to \$400.00 for football and larger groups. Payable at the time of service. Call for details. Visit her website: hollyjayroephotography.com

Example: Women's Basketball photos taken at one location for \$200.00 include Varsity team, JV team, Freshmen team(s), Varsity individual head shots, Senior group shot. Photos will be placed on-line for viewing and for individual ordering by parents. A CD of the photos will be given to the parent representative to be used only for the program.