

Highlander

Advertisement Contract

Company/Senior Name _____

Contact Name _____

Phone (_____) _____ - _____

Address _____

City _____ State _____ Zip Code _____

E-mail _____

Please type or print how the company/senior name should appear in the advertisement:

Please select the advertisement size/color you would like to run:

_____ Full Page – Color	\$400	(8" x 10.5"; limit 12 pictures and 150 words)
_____ Full Page – B&W	\$300	(8" x 10.5"; limit 12 pictures and 150 words)
_____ ½ Page – Color	\$250	(8" x 5.25"; limit 7 pictures and 100 words)
_____ ¼ Page – Color	\$115	(4" x 5.25"; limit 4 pictures and 50 words)
_____ 1/8 Page – Color	\$80	(4" x 2.5"; limit 2 pictures and 25 words)

Please read carefully:

- Please do not submit irreplaceable photographs. In the unlikely event that photographs are lost at the production plant, Lakeland High School and the *Highlander* yearbook staff are not responsible.
- If you would like your photographs returned, please include a self-addressed, stamped envelope. Photo mailers are encouraged, and require additional postage. Photographs will not be returned without correct postage.
- Digital photographs are welcomed. Acceptable digital photos may come from cameras with at least 4 mega pixels. Please do not edit the photographs to avoid distortion.
- Scanned photographs should be scanned at a minimum of 300 dpi resolution. Please do not edit the photographs to avoid distortion.
- Every effort will be made to create the advertisement as requested. Please be sure that all notes are written legibly. Please follow instructions for sizing, number the photographs and amount of text that can be included in the advertisements.
- Please make checks payable to Lakeland High School.

I agreed to the above terms and would like to order a *Highlander* yearbook advertisement. I understand that advertisement content, payment and other materials must be received by the deadline. Completed contracts and payment must be received by October 29, 2010.

Signature: _____ Date: _____

**Please complete reverse side of contract. Make checks payable to Lakeland High School. Mail payment and contract to Ms. Pierce, c/o Highlander, 726 Hollingsworth Road, Lakeland, FL 33801.*

How will your ad be created/submitted? (Please check one):

_____ **Advertisement prepared and submitted by me. Advertisements must be submitted by October 29, 2010 in camera-ready form, or digital formats including jpg, pdf, psd and eps. For more information, contact the *Highlander* yearbook staff at (863) 499-2904.**

_____ **Advertisement prepared by the *Highlander* yearbook staff. Advertisement content, including photos and copy, must be submitted by October 29, 2010.**

Please complete this section of the *Highlander* yearbook staff will be creating your advertisement:

Additional Headline: _____

Text (Limits: Full Page – 150 words; ½ Page – 100 words; ¼ Page – 50 words; 1/8 Page – 25 words):

(Please attach additional text on a separate sheet.)

Please list and describe each photograph being submitted (Limits: Full Page – 12 photos; ½ Page – 7 photos; ¼ Page – 4 photos; 1/8 Page – 2 photos):

1. _____
2. _____
3. _____
4. _____

(Please attach additional photo descriptions on a separate sheet.)

Special Instructions (preferred colors/fonts):
