Important Baby Ad Information

The Catoctin High School Concors Yearbook staff will again be offering Baby Ads in a variety of sizes and prices in our ALL COLOR yearbook! Please read the directions below carefully to ensure we produce the best possible yearbook for our students and community.

The Catoctin High School Concors Yearbook is contacting all senior parents to promote “Baby Ads” in the 2019-2020 yearbook! Parents can submit pictures of their child, (baby pictures, childhood photos, and/or recent photographs) and write a sincere message to show your child how proud you are of their accomplishments. In addition to showing support for your senior, you are helping to sponsor the 2019-2020 yearbook! Your submission will be greatly appreciated and we look forward to hearing from you! Please submit your Baby Ad by September 27th. Attached you will find an order form, a price list (for various Baby Ad sizes), and payment plan options. Be sure to fill out the order form completely and make your advertisement selections clear.

Parents who select the optional payment plan must understand that the final payments must be submitted by December 19, 2019.

IMPORTANT NOTICE: If you select the half or thirds payment options you WILL NOT receive a “payment reminder” in the mail- it is your responsibility to complete your payment by Dec. 19, 2019.

Thank you for your time.
Sincerely,
Catoctin High School Yearbook Staff

DO NOT CUT OR CROP YOUR PICTURES!!!!!!!!

Ad space DID SELL OUT LAST YEAR and we were not able to accommodate a few ads. PLEASE be aware of the deadlines and submit your ad ON TIME!
IMPORTANT:
YOU MUST FOLLOW THESE GUIDELINES

☐ Please DO NOT CROP the pictures! We will not cut/crop the pictures physically; we will scan, enlarge or reduce, and focus on the subject to fit the layout.
☐ If sending digital photos on a CD or USB, make sure they are high resolution (at least a resolution of 300).
☐ Do not send photos imbedded in Microsoft Word files! We must receive .jpeg, .tiff, or .png files ONLY for digital submissions.
☐ Do not submit any pictures with alcohol, guns, or any other type of real or fake/prop weapon (fake/prop ex: Halloween pirate costume with a fake/prop pirate sword). They cannot be printed in the book.
☐ Be sure to write the name of the student(s) and your address on the back of each photo using a felt-tip (i.e. sharpie marker) pen, in order for them to be returned to you. DO NOT USE BALLPOINT PEN. If you use a felt-tip pen, allow the ink to dry or it can smear on your pictures. This will not come off.
☐ Write the student’s name and message, as you would like it to appear in the ad! Messages should be written or typed on a separate sheet of paper and included with this form for submission. Please print clearly!
☐ Remember that space is limited! If you have 10 pictures and a long message, we will have to adjust the size of the pictures and text to fit everything in the ad.
☐ You must submit a stamped self-addressed envelope, we will send you ‘proofs’ as pages are completed (starting in late October) showing you the layout of your Baby Ad. Within 24 hours of receiving the proof you must call or e-mail the yearbook staff at (240) 236-8148 or theresa.hutchinson@fcps.org with any changes to your ad.
☐ Pictures will be returned after the yearbooks have been distributed.

Ad Submission Checklist:
☐ Completed Order Form
☐ Two (2) Self-Addressed Stamped Envelopes
   (*One- if choosing to receive email proof- on next page)
   (1- Ad Proof, 1- Photo Return)
☐ Student Name (As to appear in Ad) & Purchaser Message(s)
☐ Payment (Full, Half, or Thirds)
2019-2020 ORDER FORM-BABY ADS

Student Name: __________________________________________________________

Purchaser/Parent Name: __________________________________________________

Address: __________________________________________________________________

City: __________________________ State: ___________ Zip: _____________

Telephone Numbers: Home: ____( ____ )________________________

Work OR CELL: ____ ( ____ )________________________

E-Mail Address: __________________________________________________

***If possible we prefer to contact by e-mail.

***CHECK HERE IF***

☐ I would like to receive my baby ad proof via the email address above.

*By checking this box I understand that I will not receive a printed proof in the mail.

Place a check (X) beside the page & size you are purchasing:

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Traditional</td>
<td>8x10</td>
<td>$315.00</td>
<td>Message &amp; 1 to 10 Pictures</td>
</tr>
<tr>
<td>Full Page NEW DESIGN</td>
<td>8x10</td>
<td>$315.00</td>
<td>Message &amp; 1 to 10 Pictures</td>
</tr>
<tr>
<td>Half Page Traditional</td>
<td>4x10</td>
<td>$195.00</td>
<td>Message &amp; 1 to 5 Pictures</td>
</tr>
<tr>
<td>Half Page NEW DESIGN</td>
<td>4x10</td>
<td>$195.00</td>
<td>Message &amp; 1 to 5 Pictures</td>
</tr>
<tr>
<td>Quarter Page Traditional</td>
<td>4x5</td>
<td>$145.00</td>
<td>Message &amp; 1 to 3 Pictures</td>
</tr>
<tr>
<td>Quarter Page NEW DESIGN</td>
<td>4x5</td>
<td>$145.00</td>
<td>Message &amp; 1 to 3 Pictures</td>
</tr>
<tr>
<td>Eighth Page Traditional</td>
<td>4x2.5</td>
<td>$90.00</td>
<td>Message &amp; 1 Picture</td>
</tr>
<tr>
<td>*Traditional design is only option for 1/8 page ad size.</td>
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</tr>
</tbody>
</table>

Place this form, your first payment, your addressed photos, and two self-addressed stamped envelopes (one for your proof and the other for photos) to:

Catoctin High School:  Concors Yearbook 2019-2020
14745 Sabillasville Road
Thurmont, MD 21788

Name of Student (as to appear in the ad):

____________________________________________________________________________

Message: Please type or handwrite your message on a separate paper and include with your ad submission.

ALL ORDERS DUE BY  **SEPTEMBER 27, 2019**
Advertisement Payment Options

Please place an (X) beside the payment option you prefer:

IMPORTANT NOTICE: If you select the half or thirds payment option you **WILL NOT** receive a “payment reminder” in the mail- it is your responsibility to complete your payment by Dec. 19, 2019.

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Full Payment</th>
<th>Half Payment</th>
<th>Thirds Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (T)</td>
<td>$315.00</td>
<td>$157.50</td>
<td>$105.00</td>
</tr>
<tr>
<td>Full Page (ND)</td>
<td>$195.00</td>
<td>$97.50</td>
<td>$65.00</td>
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<td>Half Page (T)</td>
<td>$145.00</td>
<td>$72.50</td>
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<tr>
<td>Half Page (ND)</td>
<td>$90.00</td>
<td>$45.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Quarter Page (T)</td>
<td>$195.00</td>
<td>$97.50</td>
<td>$65.00</td>
</tr>
<tr>
<td>Quarter Page (ND)</td>
<td>$145.00</td>
<td>$72.50</td>
<td>N/A</td>
</tr>
</tbody>
</table>

All final payments are due by **December 19, 2019**

Total amount enclosed $____________ Cash____________ Check#____________

*Make checks payable to Catoctin High School: Concors Yearbook.*

Signature______________________________ Date_____________

**DO NOT CUT/CROP THE PICTURES!!!!**

By submitting a payment (and/or deposit) for an ad purchase you agree to the following items:

1. You understand that this is a student run publication. Every effort will be made for accuracy in your ad, however we cannot make guarantees or refund money for orders.
2. **ALL** items submitted for publication are subject to administrative and yearbook approval. You may not be given notice if something needs to be removed before publication.
3. Ads are only accepted and given a space if **ALL** items (completed order form, photo(s), text, and payment) in the order are complete upon submission to the yearbook. If a payment (and/or deposit) is not submitted with the ad the order will not be placed.
4. You understand that all baby ad orders are final. Once you purchase ad space (submit a complete order with payment and/or payment deposit) you are responsible for the complete purchase. There are no refunds. We cannot withdraw an ad once an ad order has been placed.
5. Care will be taken to return photos; however, copy prints should be submitted for irreplaceable photos. The school, yearbook staff, and yearbook company do not accept responsibility for lost or damaged photos.
6. If a stamped self-addressed envelope is not included with your ad for the return of your photos, the photos will be returned to the student after the yearbooks have been distributed.
7. If payment for the ad is not complete by December 19th (and if the ad has already been approved for print) the student for whom the ad was purchased will receive a financial obligation for the ad balance. In addition, the students’ yearbook purchase will be cancelled and the money applied to its purchase will be kept and applied to the baby ad balance.
8. Any family with an outstanding baby ad balance for a prior student will not be allowed to purchase an ad for a current/future student if the “NEW” ad is not paid in full upon ad submission.
NEW DESIGN OPTION!

The NEW DESIGN option will feature a current photo of the student as the dominant photo and background for the baby ad design.

If you would like to select this design but do not have a high resolution current photo of the student to use, the yearbook staff would gladly schedule a 25 minute photo session (here at school) by our student photographers and/or Mrs. Hutchinson.

The designs on this page are just samples. Fonts, picture sizes, and individual layouts will be determined by the 2019-2020 yearbook staff.

The new design option is the SAME COST and same proofing process as the traditional ads offered in the past.

Be sure to mark the NEW DESIGN line on the order form if you would like your ad designed in this format.