

2017/2018

SENIOR ADVERTISMENT GUIDELINES SUBMIT EARLY for BEST PRICING!

Senior Ad Guidelines

Important Instructions for formatting and submitting your Senior Ad

- Files need to be in JPEG form, RGB color, 300ppi resolution
- Final Deadline: Friday, 12/1/2017 to the CN Library by 3:00 pm
- **Senior Ads will not be accepted past the final deadline.**
- **There is no guarantee that ads will be placed in any particular order.**



The following items are due ALL TOGETHER. Submitted to the CN Library:

No ad will be accepted without all items together.

No ad will be accepted without payment.

1. Senior Ad Form with a check made out to Cardinal Newman or Credit Card Info.
2. CD or thumb drive with Senior Ad / **Files need to be in JPEG form, RGB color, 300ppi**
3. A color print out of the Senior Ad
4. **Please put all in a gallon size zip lock baggie.**

Specifications:

Full Page Dimensions: (9.2X12)

Half Page Dimensions: (9.2X6)

Quarter Page Dimensions: (4.5X6)

Try to avoid small pictures on the border to reduce risk of pictures being cut off, give ample room for text along the side sides of the ad and use good judgment in quality and taste of photos to avoid editing or re-dos.

Files need to be in JPEG Form, RGB color, 300ppi resolution

ANY SUBMITTED ADS THAT DO NOT CONFORM TO THESE SPECIFICATIONS ARE NOT GUARANTEED PLACEMENT IN THE YEARBOOK.

ADS WILL NOT BE ACCEPTED AFTER THE FINAL DEADLINE.

Friday December 1st, 2017 by 3:00 pm in the CN Library.

SENIOR AD DUE DATES

A) Early Bird Deadline: August 21st - September 22th

Quarter Page: \$75.00

Half Page: \$150.00

Full Page: \$275.00

B) Deadline: September 25th - October 27th

Quarter Page: \$125.00

Half Page: \$200.00

Full Page: \$325.00

C) Final Deadline: October 30th - December 1st

Quarter Page: \$200.00

Half Page: \$275.00

Full Page: \$400.00

2017/2018 SENIOR AD FORM

The following items are due ALL TOGETHER. Submitted to the CN Library:

No ad will be accepted without all items together.

No ad will be accepted without payment.

1. Senior Ad Form with a check made out to Cardinal Newman or Credit Card Info.
2. CD or thumb drive with Senior Ad / **Files need to be in JPEG form, RGB color, 300ppi**
3. A color print out of the Senior Ad
4. **Please put all in a gallon size zip lock baggie.**

Student Name _____

Parent Name _____

Email _____ Phone _____

Dimension/Size of your AD

Please circle one: Full (9.2x12) Half (9.2x6) Quarter (4.5x6)

Form of Payment:

Cash \$ _____ Check # _____

Credit Card

Type _____ CC# _____

CVC# _____ Expiration Date: _____. Total Amount Paid _____

Signature _____

SENIOR AD DUE DATES

A) Early Bird Deadline: August 21st - September 22th

Quarter Page: \$75.00

Half Page: \$150.00

Full Page: \$275.00

B) Deadline: September 25th - October 27th

Quarter Page: \$125.00

Half Page: \$200.00

Full Page: \$325.00

C) Final Deadline: October 30th - December 1st

Quarter Page: \$200.00

Half Page: \$275.00

Full Page: \$400.00

Librarian

Date of
Submission: _____

Received by: _____

Amount _____

Creating Your Senior Advertisement

To avoid problems and ensure a high quality senior ads, many families choose to employ the services of a professional designer. The following list provides you with a few suggestions, but you are welcome to choose your own vendor:

We suggest that you look through last year's yearbook to get a feel for the types of layouts that appeal to you.

Rory McNamara:	mcnamara@cardinalnewman.org
Jim Rael:	http://www.jimraelphotography.com jimraelphotos@gmail.com
Bella Photography Tamara DeMello	bellaphotoanddesign.com staff@bellaphotoanddesign.com 707-526-3771
Design Girl Graphics: Mary McEwan	mary@designgirlgraphics.com 707-696-8768

Creating your own ad is possible with the correct software and understanding of the print specifications. However, if you create your own and are unsure of it meeting specifications, do not wait for the final deadline, as there will not be time to adjust the ad.

5. Submit file on CD or thumb drive.

6. Files need to be in

- 1. JPEG form**
- 2. RGB color**
- 3. 300ppi**

7. Page Dimensions

- 1. Full (9.2" x 12")**
- 2. Half (9.2" x 6")**
- 3. Quarter (4.5" x 6")**