

# Order your Yearbook Ad today!

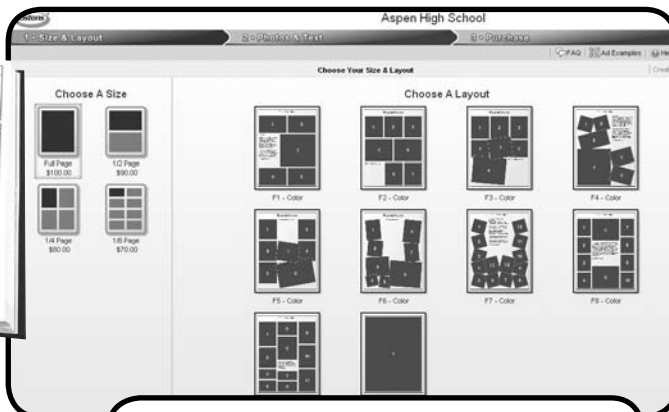
## Hopewell Valley Central High School

**Deadline: 3/1/2012**

Dear Parent or Student,  
Yearbook recognition ads are a great way for parents, families and friends to commemorate student achievements and important milestones. In addition, revenues from recognition ads help our school to create a better yearbook. To purchase your ad online, follow the instructions on the form below.  
Jostens is managing your school's yearbook ad sales. Please call 1-800-358-0800 with questions.

\*\*\* ORDER BY 2/1/2012 FOR A \$10.00 DISCOUNT! \*\*\* (All ad orders must be placed online by 3/1/2012.)

Show them how proud you are with a yearbook Recognition Ad. Go online and order your yearbook ad today!



### Ad Pricing:

Ad Size	Black & White	Color
Full Page	\$320.00	\$420.00
1/2 Page	\$245.00	\$320.00
1/4 Page	\$170.00	\$220.00
1/8 Page	\$95.00	\$120.00

Our school makes it easy for families and friends to create meaningful, memorable yearbook ads. You can create and purchase your ad online.

### Order online 24/7 at [JostensAdService.com](http://JostensAdService.com)

1. Choose your ad size and layout.
2. Enter your text.
3. Upload or mail your photos.

### Important information about yearbook Recognition Ads

- Our school reserves the right to edit ads per our guidelines.
- We retain the right to remove any explicit text, graphic photos or copyright-protected imagery or photos.
- For the ad to appear in the yearbook, your ad must be purchased by the order deadline.
- Color photographs uploaded for black-and-white ads will appear in black and white.
- We will make every effort to use your layout and text as indicated. A proof will not be provided and no changes can be made after purchase.

### Frequently asked questions

#### Can I create my ad online even if some of the photos I want to use are paper photos instead of digital?

Yes, you can create your ad online and submit the digital photos through the website, then mail the paper photos to the address indicated on the attached order form and shown on the website. Mailed photos should be no larger than 8x10 and cannot be submitted on CD or other storage media.

#### Should I send in original photographs?

We will make every effort to return all photos sent in; however, we don't recommend sending your only copy of a priceless family photo.

#### How are the ad prices determined and what is the money used for?

Ad prices are determined by our school. The revenue from Recognition Ads helps us support our yearbook and keep it affordable for everyone.

#### How is the ad deadline determined?

The ad deadline is set by our school based on the production schedule for the yearbook.

#### What should I say in my ad?

The most effective ads reflect a balance between words and pictures. Ad text can consist of personal messages, inspiring quotations, and/or passages from poetry. If you would like to see samples of the messages used in other ads, visit our website [JostensAdService.com](http://JostensAdService.com).

#### Can I send my materials to the school?

No, please do not send your materials to our school. Our school has selected Jostens to assist with our ad program. Please send all materials to the address indicated on the order form and call our customer service number (800-358-0800) if you have questions or need assistance in creating your ad.

### Your school has issued the following guidelines surrounding recognition ad content:

Our school reserves the right to edit ads per our guidelines. Please make sure all submitted materials are appropriate for school publication.