

Highlander

The Yearbook of Lakeland High School

Advertisement Contract

Company _____

Contact Name _____

Company Phone (_____) _____ - _____

Company Address _____

Company City _____ State _____ Zip _____

Company Email _____

Please type or print how the company 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 15 pictures and 200 words)
- Full Page - **B&W** \$200 (8" x 10.5"; limit 15 pictures and 200 words)
- 1/2 Page - **B&W** \$150 (8" x 5.25"; limit 7 pictures and 100 words)
- 1/4 Page - **B&W** \$85 (4" x 5.25"; limit 4 pictures and 50 words)
- 1/8 Page - **B&W** \$55 (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 welcome. 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 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 the instructions for sizing, number of photographs and amount of text that can be included in the advertisements.
- Please make checks payable to Lakeland High School.

I agree 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 stated deadlines. Completed contracts and payment must be received by Thursday, October 31, 2007.

Signature of Contact _____

Date _____

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

- Advertisement prepared and submitted by me. Advertisements must be submitted by **October 31, 2007** in camera-ready form, or digital formats including 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 31, 2007**.

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

Additional Headline: _____

Text (Limits: Full Page - 200 words; 1/2 Page - 100 words; 1/4 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 - 15 photos; 1/2 Page - 7 photos; 1/4 Page - 4 photos; 1/8 Page - 2 photos):

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

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

Special Instructions: _____

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