

Coral Reef Senior High School

10101 SW 152 St.

Miami, FL 33157

(305) 232-2044 • School Office
Yearbook Office Ext. 2323

Congratulations on your son/daughter becoming a Senior at Coral Reef Senior High! The *Tsunami* staff is now accepting orders for senior ads. These ads give you the opportunity to express your love, pride, and congratulations upon your child's high school graduation.

Ads are available in the following sizes for the prices shown:

- Two Page Spread.....\$350
- Full Page \$200
- 1/2 Page \$125
- 1/4 Page \$75
- 1/8 Page \$40

Designs, Guidelines & Ordering:

Below and on the next page are the available ad layouts you may use for your child's Senior ad. An order form is on page 3, and specific guidelines and instructions for submission of the ad, photos and words you want included in your ad are on the back of this mailer. **Please make sure to read the guidelines and instructions section before submitting your ad.**

Ad Placement:

All ads are sold on a "first come, first serve" basis. We cannot guarantee an ad for you even if you meet the deadline because our ad space is limited. Therefore, we encourage you to place your ad early to ensure a place in the yearbook.

Deadline:

The order form, photos, text and payment for your child's ad are due **No Later Than January 31**. Everything to be included in the ad must be at the school by 2:30 p.m. on that date.

Thank You!

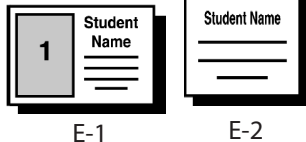
We thank you for your patronage! The Reef's *Tsunami* yearbook staff depends on your support in this endeavor to produce a successful yearbook.

If you have any questions concerning an ad, please call the yearbook office at (305) 232-2044 ext. 2323.

Coral Reef Tsunami Yearbook Staff
M. Wilmot Yearbook Advisor
mwilmot@dadeschools.net

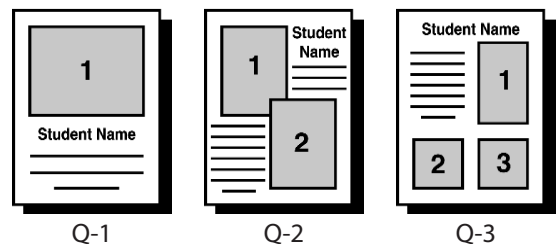
Eighth Page Ad

- Approximate dimensions: 4" wide x 2" high (E-1) or 2" wide x 4-1/2" high (E-2)
- Refer to the number below each design to identify which layout you wish to use.



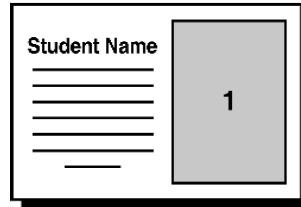
Quarter Page Ads

- Approximate dimensions: 4" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use for your child's ad; Half Page and Full Page ad designs are on the next page.

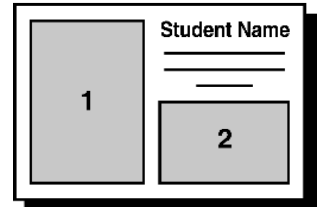


Half Page Ads

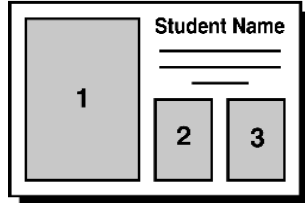
- Approximate dimensions: 8" wide x 5" high
- Refer to the number below each design to identify which layout you wish to use for your child's ad.



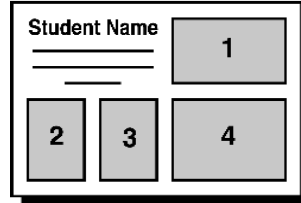
H-1



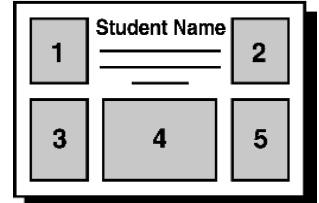
H-2



H-3



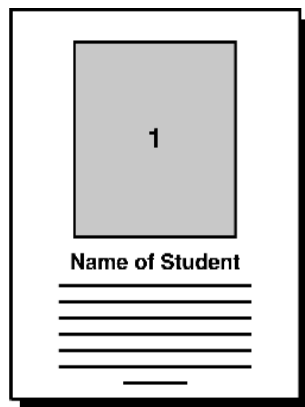
H-4



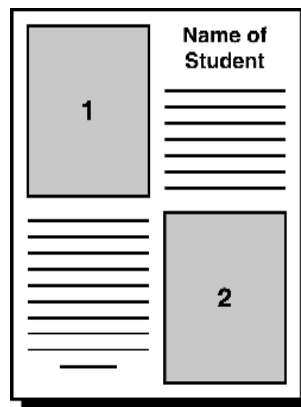
H-5

Full Page Ads

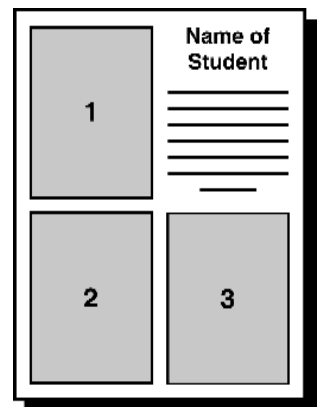
- Approximate dimensions: 8" wide x 9-1/2" high
- Refer to the number below each design to identify which layout you wish to use for your child's ad.



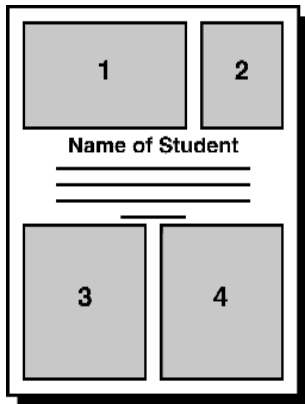
F-1



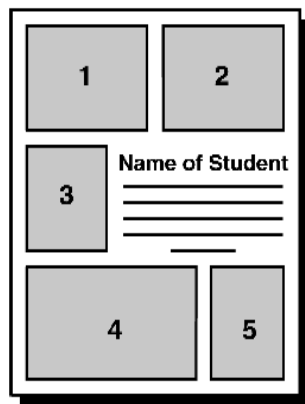
F-2



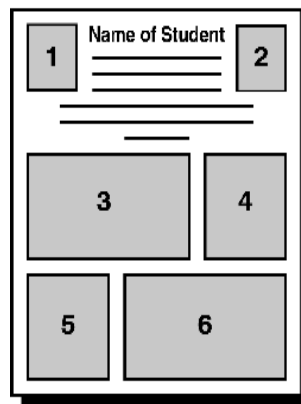
F-3



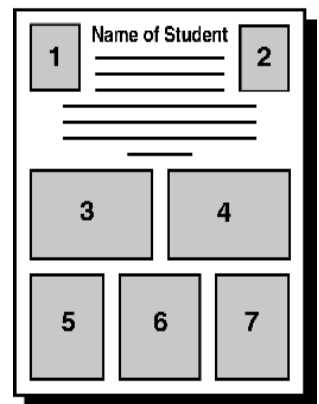
F-4



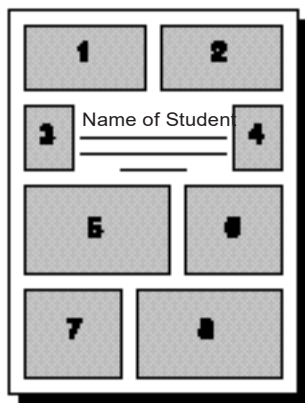
F-5



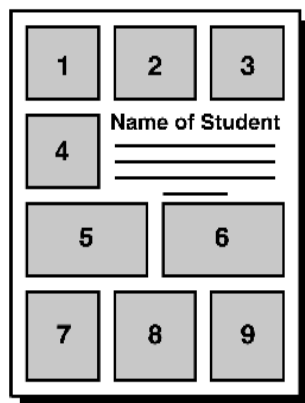
F-6



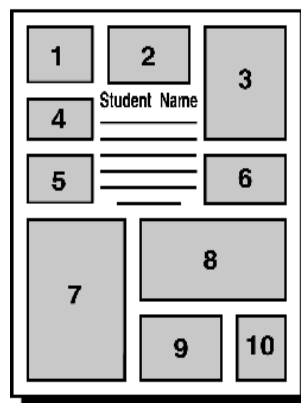
F-7



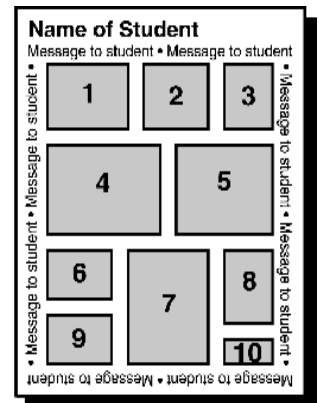
F-8



F-9



F-10



F-11

Ad Order Form

Please complete and return this advertising contract (or a copy of it) with the photos and text for your ad.

Parent/Purchaser's Name _____

Student's Name and student ID number _____

Address _____

City _____

State _____

Zip _____

Work Phone _____

Home Phone _____

Is this ad supposed to be kept secret from your child? Yes No

Types of Ads/Size – Check one design number and circle the price for that

FULL COLOR

Two Pages (choose two) \$350

Full Page (choose one) \$200

Design #: F-1 F-2 F-3 F-4 F-5
 F-6 F-7 F-8 F-9 F-10 F-11

1/2 Page..... \$125

Design #: H-1 H-2 H-3 H-4 H-5

1/4 Page..... \$75

Design #: Q-1 Q-2 Q-3

1/8 Page..... \$40

Design #: E-1 E-2

Payment: *Mail to or bring by the high school. • Attn: Yearbook*

Cash included - *do not mail cash* Money Order included

\$ _____ (amount enclosed) – *make money order payable to Coral Reef Sr. High*

Photo instructions, requests, comments:

I agree to the terms and guidelines stated in this brochure.

(Customer Signature • Date)

Words/text to be included in your ad:

(You may submit text on a separate sheet of paper.)

Guidelines & Instructions *for ad submission*

- Select the ad size you wish to purchase; then, using the sample layouts on pages 1 and 2, choose the design number within that size that you would like used for your ad in the *Tsunami*. Changes may be made to these designs with prior approval of the yearbook advisor and/or editor.

Photos:

- **The best way to submit photos is through the use of EShare. Simply go to www.hjeshare.com and enter your school code *cludapics* (all lowercase) and begin uploading your pictures.**
- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the ad you choose. If you include extra pictures, our staff will decide which one(s) to exclude without notifying you.
- Decide which picture you want in which photo block in the design. *Remember that vertical picture boxes require “up-and-down” images and horizontal boxes need “left-to-right” images.*
- Using a pencil, write *softly* on the back of the picture the photo block number in which you want the picture to appear. If you do not number the photos, our staff will use its discretion to place the photos attractively.
- We will enlarge or reduce your photos as necessary.
- We recommend you do not send the original copy of any photo you value as we cannot guarantee its return. **We will gladly scan your photo and return it on the spot.** If not, submit a *photo quality* copy of any picture you cannot replace. *We do not recommend computer generated inkjet photo images on plain paper and cannot be held responsible for the quality of their reproduction if you submit a photo in this manner.*
- We cannot use photos which have been cut, glued or taped to paper, or are in collages.
- Please do NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems.

Text:

- The words you want to include in your ad is called “copy.” Please write (print) your copy legibly on the ad order form, or you may type or print it on a separate sheet and attach it to the form.
- We will choose a font (typeface) for your copy when we compose your ad. We will also correct grammar, punctuation and spelling errors. Therefore, if a word needs to be spelled a certain way, make sure we know it.
- Take into account the size of your ad when writing your message to your child. A large quantity of text in any ad will end up being set in very small type which may not be easy to read.

The staff reserves the right to change or rearrange any ad which is not appropriate for the yearbook without notifying you. This includes but is not limited to the exclusion of photos and text.

Although we strive to create a professional product, this is a student production and mistakes are part of the learning process. We cannot refund money for mistakes in ads.

Submitting Your Own Ad:

- Premade ads, whether from a professional or yourself, should be in an 8 1/2 x 11 format with a .jpg or .png file extension and can be submitted through EShare. Please go to the following site

www.hjeshare.com

and enter your school code *cludapics* (all lowercase) and begin uploading your picture.

Payment is due before pages can be reserved. Deadlines apply.