

MERCY HIGH SCHOOL PARENT ADS

DEADLINE: FRIDAY, NOVEMBER 17, 2017

The *LORE* Staff would like to present you with the unique opportunity of placing an ad for your daughter in this year's yearbook! This is an excellent way to offer congratulations and to recognize your daughter's efforts in high school. This ad will appear in full color and will be your daughter's to cherish forever in her copy of the 2018 *LORE*. **Note: this opportunity is not limited to senior parents. However, the *LORE* reserves the right to restrict non-senior ads to sizes less than a full page.**

Ads are available in a variety of sizes:

<i>Message Size</i>	<i>Cost</i>	<i>Approximate Number of Photos</i>
Full (9" x 11.5")	\$325	10-20
1/2 (8.5" x 5.5")	\$180	1-6
1/4 (4.25" x 5.5")	\$100	1-4
1/8 (4.125" x 2.5")	\$50	1
1/16 (2.0625" x 2.5")	\$25	0 – personalized message up to 25 words
Patron	\$10	0 – Family's name and/or family members

These full-color ads can include both text and photograph(s). You may design these ads yourself using design software or through our yearbook publisher's website www.yearbookordercenter.com and use code 13826. You may also give a brief description of what you would like and the *Lore* staff will put it together for you. We will e-mail a proof of your ad so please provide an e-mail address that is checked frequently.

Please note the following important information:

- While we make every effort to return photos, we cannot guarantee their return.
 - Submit the actual photo, or photos on photo paper, or on a CD or flash drive. When scanning photos, please scan at a minimum level of 400 dpi.
- If designing the ad, please use the dimensions listed above. Text should not extend to any of the borders of the ad. The ad should be at a minimum level of 400 dpi and be saved in a jpg format.
- Do not cut photos. We will crop all photos to get the best picture.
- We cannot accept senior photos with "proof" across any portion of the picture.
- If possible, please submit your photos and text or finished ad on a CD or flash drive. Please double check the CD or flash drive before submitting to ensure the photos and/or ad are on the CD.
- All ad contents are due at the time of payment
- Size of photos in the ad is dependent on the number of photos and the amount of text provided

Take advantage of this once-in-a-lifetime opportunity to honor your daughter and support *Lore*. To order, please fill out and return the form located on the back of this information sheet along with a sketch of your proposed ad, the payment and ad contents by Friday, November 17, 2017. Please note: You may also purchase and design your yearbook ad through our publisher at www.yearbookordercenter.com and use code 13826.

Orders can be submitted to the *Lore* staff via e-mail at mercylore@mhsmi.org or mailed to the following address:

Mercy High School Yearbook
Attn: Parent Ad/Yearbook
29300 W. Eleven Mile Rd.
Farmington Hills MI, 48336

If you have any questions, please contact the yearbook adviser, Mrs. Smith, by calling 248-893-3579

PARENT AD ORDER FORM

DEADLINE: FRIDAY, NOVEMBER 17, 2017

Parent's Name _____

Student's Name _____

Parent's Daytime Phone Number _____

Parent's E-mail address _____

Please provide an e-mail address that is checked daily. Staff will send a proof of the ad.

Please check the ad size you would like to purchase:

	<i>Message Size</i>	<i>Cost</i>	<i>Approximate Number of Photos</i>
<input type="checkbox"/>	Full (9" x 11.5")	\$325	10-20
<input type="checkbox"/>	1/2 (8.5" x 5.5")	\$180	1-6
<input type="checkbox"/>	1/4 (4.25" x 5.5")	\$100	1-4
<input type="checkbox"/>	1/8 (4.125" x 2.5")	\$50	1
<input type="checkbox"/>	1/16 (2.0625" x 2.5")	\$25	0 – personalized message up to 25 words
<input type="checkbox"/>	Patron	\$10	0 – Student/family and/or family members

Payment Enclosed: cash check credit card (Discover, MasterCard, Visa)

Credit card # _____ exp. _____

Signature of Parent _____

Sample Designs

