

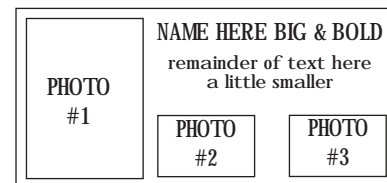
TURNING IN YOUR AD - PREFERRED METHOD:

- **AD SIZES & PHOTO LIMITS:**

Full page image area is 7.5 wide x 10 tall	limit of 12 photos
Half page image area is 7.5 wide x 5 tall	limit of 4 photos
Quarter page image area is 3.75 wide x 5 tall	limit of 2 photos
Business Card image area is 3.75 wide x 2 tall	limit of 1 photo with minimal text

- Lay out your ad the correct size or proportionately to the correct size ad you have purchased.
Example: 1/2 page ad is a wide/horizontal format, Full page ad and 1/4 page ad is a tall/vertical format

- Write out a simple sketch on paper showing how you want your ad layout to look with approximate positioning and sizes of photos. Hand-written copy is okay. You may request a font (big and bold, script, cute, etc.) or attach a sample of a font you like. You may request a particular border and/or clip art. We can reduce or enlarge photos to fit your layout. A layout sketch does not have to be provided. We will design the ad for you.



EXAMPLE: HALF PAGE AD SKETCH

- Any size photo can be submitted. Once scanned, we can reduce, enlarge and/or crop your photos to fit your layout. Do not cut photos, unless you are creating a collage page. Use sticky notes or a pencil sketch to indicate cropping.
- Put the students name on the back of each photo.
- **CREATING PHOTO COLLAGES AND MONTAGES:**
Do not use the square scrapbook paper to create your ad. It does not reduce in proportion to any size ad. Cut the paper to 7.5x10 or 10x13 or 11x14.5. We will reduce the larger sizes when we scan it.

MEETING THE DEADLINE

- ALL ads/pages should be turned in per the deadline. If room is available after the deadline, late ads will be accepted but an additional charge will apply. COMPLETE ads must be turned in by the deadline. We cannot wait on photos to come later. "ALL" ads to be turned in by the deadline include: personal/spirit ads, business ads, cheerleader groups, band groups, drill team groups, football coaching photos and bios, etc. The only thing accepted after the deadline is football team photos. This is a very tight schedule to get just the football pages complete before the first game.
- New personal and business ads will not be accepted during the season to be put into the insert.
- Changes should not be made to ads after they have been turned in. If a photo or text MUST change, the advertiser should attach a check for \$75.00 made payable to Jayroe Printing. If possible, we will make the change. If it is too late to make the change, the check will be returned.

EMAILED ADS AND PHOTOS ARE NOT ACCEPTED.

Please burn your ads to a CD and deliver it to the Program Coordinator.

PHOTO GUIDELINES

- **Digital photos** should be at least 5 megapixels. The higher the pixels, the better. Pictures must be taken at the **highest / largest** setting on your camera in order to produce the largest photo files as possible. Example: On a 4-megapixel camera, we can reproduce the photo at about a 4x5 size. On a 5-megapixel camera, we can reproduce the photo at about a 5x7 size.
- Camera phone photos will not reproduce well.

The logo for Jayroe PRINTING.com features the name "Jayroe" in a stylized, cursive font with a colorful rainbow-like swoosh above it. Below "Jayroe" is the word "PRINTING.com" in a bold, black, sans-serif font.

CREATING & SUBMITTING YOUR ELECTRONIC AD:

- **CREATE YOUR AD THE PROPER SIZE!** See page 1 for ad sizes.
- **For FULL COLOR ADS, all artwork must be created at 300 dpi as CMYK colors, not RGB.**
It is best to use a pantone color chart to choose your colors and use the proper CMYK color mix. If you go by your monitor to choose your colors, you may be disappointed at the final printed product. Monitors are not accurate for choosing printing colors. For the Creekview red, use the color mix of 10% Cyan, 100% Magenta, 85% Yellow, 0% Black. Trust this mix to print properly even if it looks funny on your monitor.
- **CD's and Flash/stick/thumb drives are accepted.** (3.5" disks are **not** accepted.)
- **Only one ad per CD.** Example: If you purchase 2 ads, a full page and a half page, then 2 separate CD's must be turned in. One CD with the photos/artwork for the full page ad and one CD with the photos/artwork for the half page ad. Label each CD with school name, students name and size of ad purchased. If you do not want to see them in the program, please do not include extra items on the CD (like Aunt Betty and Uncle Bob in front of Old Faithful). Only the photos you want in your ad should be on the CD.
- A laser print out of each ad must be included with the CD. This is very important in case there are font problems!!
- **PREFERRED SOFTWARE CHOICES:**
 1. Quark Xpress
 2. Adobe Illustrator (fonts should be converted to outlines)
 3. InDesign (fonts should be converted to outlines)
 4. Adobe Photoshop - generated at 300 dpi, CMYK colors, at the correct size.

SAVE FILES AS:

PDF - generated as 300 dpi, CMYK, and saved as high resolution.

JPG - generated as 300 dpi, CMYK and saved as high resolution.

EPS - generated as 300 dpi, CMYK and saved as high resolution.

TIF - generated as 300 dpi, CMYK and saved as high resolution.

ADDITIONAL SOFTWARE CHOICES, BUT NOT RECOMMENDED:

*Microsoft Word - save as high resolution, CMYK, pdf file

*Power Point - save as high resolution, CMYK, pdf file

*Publisher - save as high resolution, CMYK, pdf file

Freehand (fonts should be converted to outlines-save as a high resolution, CMYK, pdf, eps or ai file)

Corel Draw (fonts should be converted to outlines-save as a high resolution, CMYK, pdf, eps or ai file)

*The above software programs are not recommended because it is not easy to save them as a high resolution file. If not saved correctly, the fonts will convert randomly to one of our systems fonts and the resolution will be half of what it needs to be. Therefore, your photos will print fuzzy and pixilated. If you provide a laser print, we may be able to substitute the fonts properly. Also, in these programs, you choose your colors from a color wheel and are therefore going by what your monitor looks like. This is not proper for printing purposes. It is best to choose colors from the pantone color chart.

- Convert all fonts to outlines/curves. If this is not possible, include all fonts (printer and screen fonts) on the CD. If fonts are not included, we will substitute your fonts with our fonts as close as possible.
- Include all support files; that is, all photos and artwork that is placed in the ad layout.

