



# Fort Clarke Middle School

## **FORT CLARKE MIDDLE SCHOOL 2020 YEARBOOK**

*9301 N.W. 23rd Avenue  
Gainesville, Florida 32606  
352-333-2800*

*cookkr@gm.sbac.edu*

### **It's amazing how quickly they grow up.**

The Fort Clarke Middle School Yearbook staff is now accepting orders for personal ads in the 2020 yearbook, so it's time to choose photos and start working on your message of congratulations, pride, and love.

### **Sharing your pride is easy:**

- 1.** Read all instructions for ad submission and look over the Ad Order Form carefully.
- 2.** Decide which size ad and which design you want.
- 3.** Collect the photos (digital preferred) you want to use and compose the message to fit the ad space.
- 4.** Complete the **Ad Order Form** and send it in with payment, photos, and your message to Ms. Cook in an envelope labeled **YEARBOOK**.

The deadline for receipt of payment and completed ad materials is March 6, but the yearbook staff cannot guarantee that space will be available until that date. Ads will be accepted in the order in which they are received. Ad materials received after the pages are filled or after the due date will be returned immediately.

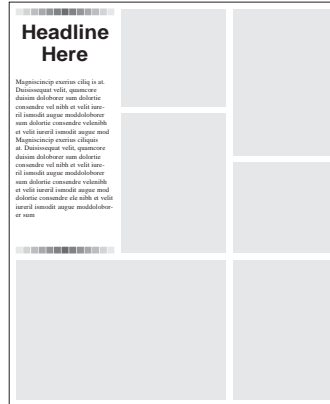
The yearbook staff is pleased to offer you this opportunity to honor a student and to support the 2020 Fort Clarke yearbook.

# Full Page Ads

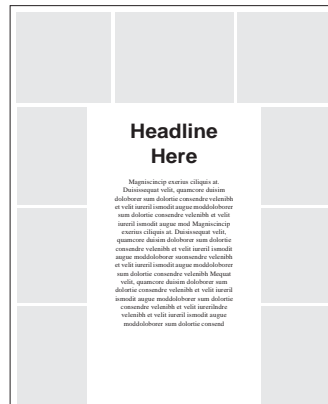
- Approximate dimensions: 6.75" wide x 9.25" high
- Refer to the number below each design to identify which layout you wish to use



F-1



F-2



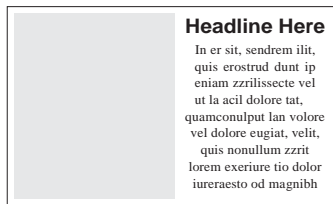
F-3



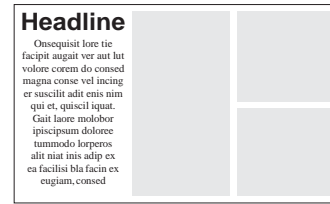
F-4

# Half Page Ads

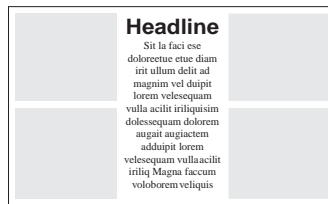
- Approximate dimensions: 6.75" wide x 4.5" high
- Refer to the number below each design to identify which layout you wish to use



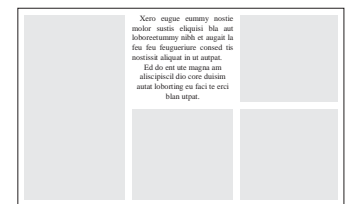
H-1



H-2



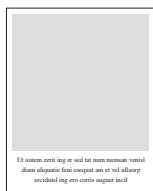
H-3



H-4

# Quarter Page Ads

- Approximate dimensions: 3.25" wide x 4.5" high
- Refer to the number below each design to identify which layout you wish to use



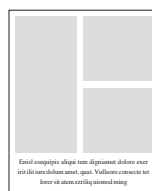
Q-1



Q-2



Q-3



Q-4



Q-5



Q-6

# Eighth Page Ads

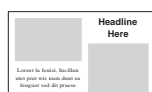
- Approximate dimensions: 3.25" wide x 2.125" high
- Refer to the number below each design to identify which layout you wish to use
- Please note: this ad is slightly smaller than a business card - photos will be sized accordingly



E-1



E-2



E-3



E-4



E-5



E-6

\*All dimensions are approximate

# Ad Order Form

Please read instructions below; then complete and return this advertising contract with payment, photos, and copy to Ms. Cook on or before March 6, 2020.

Parent/Purchaser's Name \_\_\_\_\_

Student's Name \_\_\_\_\_ Homeroom teacher \_\_\_\_\_

Street Address \_\_\_\_\_

City / State / Zip Code \_\_\_\_\_ Daytime Phone \_\_\_\_\_

Is this ad supposed to be confidential?  yes  no E-mail Address \_\_\_\_\_

## Types of Ads/Sizes

**Full Page** \$ 215.

Design#      
F-1 F-2 F-3 F-4

**Half Page** \$125.

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

## \*All Ads will be Full Color\*

**Quarter Page** \$75.

Design#        
Q-1 Q-2 Q-3 Q-4 Q-5 Q-6

**Eighth Page** \$45.

Design#        
E-1 E-2 E-3 E-4 E-5 E-6

**Payment:** checks/money orders made payable to FCMS

Cash  Check  Money Order Amount enclosed \$ \_\_\_\_\_

**Copy/Text:** to be included in your ad:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Photos:** instructions, requests, comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If more space is needed please attach separate sheet of paper.

I agree to the terms and guidelines stated in this contract: \_\_\_\_\_

Customer signature

Date

## Instructions for Ad Submission

(please read carefully)

Select the ad size you wish to purchase; then, using the sample layouts on page 2, choose the design number within the size that you would like used for your student's ad in the yearbook.

### Photos:

Do not send copyrighted professional photos (unless you have a written copyright release).

- **Digital** photos (.jpg format) are preferred. Photo resolution should be **300 dpi** for best quality. Photos can be e-mailed to us at: [cookkr@gm.sbac.edu](mailto:cookkr@gm.sbac.edu)
- Each ad allows for a specific number of photos. Supply the exact number to fill the photo blocks in the ad you choose.
- Decide which picture you want in which photo block in the design. Photos must match vertical and horizontal photo blocks to avoid cropping.

- **Number the photo blocks** as you would like your photos to be placed & using a felt tip pen only, **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 blocks or photos, our staff will place the photos attractively.
- **DO NOT** send original copies of any photo(s) you value. We do not want the responsibility of your irreplaceable pictures. Instead, submit a photo quality copy (300 dpi) of any picture you cannot replace. We **CANNOT ACCEPT** computer generated inkjet photo images on plain white paper.
- We **CANNOT USE** photos which have been cut, glued, or taped to paper. **DO NOT** staple or paper clip photos. **DO NOT** send collages.

### Copy/Text:

- The words you want to include in your ad are 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 order form. If you prefer to e-mail your copy, please note that you have done so on your order form so that we know where to find it.
- We will choose a font/typeface for the copy when we assemble your ad. We will correct grammar, punctuation, and spelling errors unless otherwise instructed. If you want to use a nickname, please clearly indicate that to us on your copy.
- Take into account the size of your ad when writing your message to a student. Large quantities of text in an ad may require smaller type which may not be as