Parent Ad **Sales Letter**

**Dr. Martin Luther King, Jr. High**

**2018-2019**

**Dear Parents:**

It’s hard to believe, but in just a few short months, yours student’s stay at **Dr. Martin Luther King, Jr.** **High** will be nothing more than a memory. **SENIOR ADS** are a tradition among graduating students that let them know how much they are cared for. You know your child is amazing – why not show them that in this year’s yearbook? You have the opportunity to let them know how proud of them you are. Your recognition ad will be printed and remembered forever! By purchasing a space in the back of the book you can tell them how special they are with your own pictures and in your own words.

Making your ad is simple. Just fill out the attached form, include the pictures you’d like to use, and attach payment. Return this form with your pictures, to the front office or to **Mr. M. Jones** by **October 3rd** for the **“Early Bird Special**”. If you have any questions, please refer to the FAQ section, or contact **Mr. M. Jones at 678-874-5539.**

**Prices:**

½ page (8 ½’ x5 ½”) **$75** (1-5 pictures)

¼ page (4 ¼ x 5 ½ “) **$50** (1-3 pictures)

1/8 page (2” x3”) **$25** (1-2 pictures)

Yearbook **TBD**

**FAQ’s:**

**Do I have to type my text?**

No. You may handwrite your text, however, it may be more to clear to attach a typed copy of the text you’d like to include your ad. All writing will be recreated AS IT WAS WRITTEN, so legible writing or copies of text are preferred.

**Can I submit digital photos?**

Yes. You may submit them on flash-drive with this form. Digital files do need to be at a resolution of at least 300 dpi, though, otherwise they will not be useable for yearbook publishing. When scanning photos, most scanning programs have a “custom” section where you can change your resolution to at least 300.

**If the yearbook doesn’t come out until the end of the year, why do I need to submit this so early?**

The yearbook is created all throughout the year. Many schools need to get pages in as early as October and need your ads to help them reach that goal.

**Will I receive my photos back?**

Yes. Your photos will be kept in a safe place until your ad is created. Your yearbook advisor will then have them available for pick up at the end of the year.

**Will my ad be the same size as the sample ad?**

No. The sample ads created here are for reference only. Your ad will look like it, but will reflect the size of the ad you purchased.

Personal Ad **Order Form**

**Parent Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Phone Number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Student Name (as you would like it to appear at the top of the ad): \_\_\_\_\_\_\_\_\_\_\_\_**

**Number of photos included with this order form: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Ad template chosen: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Text wanted for ad: (ie, “We love you Suzy!” or attach a typed version of this form or send it to** Michael\_P\_Jones@dekalbschoolsga.org)

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**Payment Option:**

**\*Bring your payment and this form to school front office in an envelope with Parent and Student name on it.**

|  |  |
| --- | --- |
| **Description**  | **Amount** |
| Half page ad for \_\_\_\_\_\_\_\_\_\_\_. Style 1-2 | $ Price |
|  |  |

\_\_\_\_\_\_ **Cash**$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_ **Money Order** $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_ **Partial payment**:

**Amount paid**: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Amount to be billed**:$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*Make money orders payable to: **Martin Luther King High School**

**Questions:**

 Contact: **Mr. M. Jones**

 Phone: **678-874-5539**

 Email: **Michael\_P\_Jones@dekalbschoolsga.org**