



# Athens Drive High School

Please keep in mind that all ads are typeset here by our staff. They do the best they can under the deadlines they are given. If you want to proof your ad you will need to come to the yearbook room (#1920) during the yearbook class time. We can send you an e-mail when yours is ready. Keep in mind that we have strict deadlines with the publishers.

## Tips to help you with your advertisement

- Make copies of pictures that are not replaceable and near and dear to your heart.
- We will reduce or enlarge pictures to fit your ad
- If you cut your pictures to make a collage, please do them neatly and make sure they are straight and secured well. The ad will go "as is," so proof it carefully. We do not cut pictures.
- If you make your own ad on your computer make sure all images are 300 dpi. and you save images as jpeg. You must include the original raw photo images in order for our imagesetter to print the ad out without it looking bitmapped (pixedated). We use Photoshop CS and InDesign CS. A PDF document would be ideal. We cannot guarantee the quality if you use other programs.
- Do not submit pictures made from a laserprinter or ink jet. They do not reproduce well.
- Please, no nude pictures of children over one year old.
- Please, no pictures of children holding cigarettes, beer or liquor bottles, guns or other items that students are not allowed to bring to school.
- Put your name on the back of each picture. Return address labels are good for this. If you write in ink, make sure that it is totally dry before stacking them and mailing them.
- Remember, the more pictures you have, the smaller they will be in your ad.
- If you want to crop a picture (eliminate part of it) do not cut or fold the picture. Just use a sticky note to block out the areas you don't want.
- It is our policy to NOT print ads that have text that includes abbreviations or coded information in them.
- Legally, we cannot reproduce more than three-four lines from a copyrighted song.
- Legally, we cannot print images that are copyrighted such as Disney characters, company logos, cartoons, etc.
- If you want to design your own ad on your computer you must be able to PDF format it. Also, for possible technical issues, it would be helpful if you burned it to a CD and included all the original picture .jpeg files. Proofread it carefully because it will go "as is."

Suggestions to those who want US to design your ad for you:

#1	Sherry, _____ _____ _____ _____ #2
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- Draw a sketch
- Number the pictures
- Number your layout
- Write your text on another piece of paper.

If you have any questions, please call.  
Pat Goldsmith / 233-4093