



## **The Pinnacle, 2019 SHS Yearbook Parents' and Friends' Ad Guidelines**

The purchase of a Parents' and Friends' Ad will provide you an opportunity to support Simsbury High School's Class of 2019 while adding a personal touch to its yearbook. Please help make this year's Pinnacle both meaningful and memorable by submitting your very own personalized ad.

To assure the best possible quality, please follow these guidelines for submitting your ad. You may submit either hard-copy ads that will be scanned (and returned), or digitally formatted ads in high resolution. When submitting digital ads, please make sure to follow all guidelines.

### ***Guidelines for Submitting Parents' and Friends' Ads:***

- **Sizing:** Your ad (both hard copy and digital ads) should fit within the sizing template (see next pages) for the ad size you choose to purchase; e.g., full, 1/2, 1/4, or 1/8 pages.
- **Hard copy ads:** Only ads developed by a professional lab, or printed using a photo-quality printer and paper, are acceptable. Do not submit Xerox photocopies or prints from a lower quality desktop computer as these cannot be scanned. Ads (both text and photos) must be fully ready for scanning.
- **Digital format ads:** Only camera ready ads submitted via CD-ROM, media card, or flash drive are acceptable. To assure the highest quality, **ads should NOT be emailed**. Digital ads may be submitted in .PUB, .INDD, .TIFF or .JPG format. All ads/photos should be created or scanned at the highest resolution possible; a minimum of 300 DPI. Any desired text must already be placed within the ad and accurately sized using the template provided.
- **Choosing photos for your ad:** Select photos that are clear and in focus. Look for good lighting and avoid overexposed or underexposed shots. Choose poses which face the camera and don't hide faces. All subject matter must be appropriate and is subject to the discretion of the yearbook co-advisors.
- **Returned copy:** Write your name on the back of your submission if you desire to have it returned.

For any clarifications upon these guidelines, please contact yearbook co-advisors:

Mr. Jeffers, [rjeffers@simsbury.k12.ct.us](mailto:rjeffers@simsbury.k12.ct.us)

Mr. Nielson, [dnielson@simsbury.k12.ct.us](mailto:dnielson@simsbury.k12.ct.us)

**Full Page**

**1/4 Page**

**1/8 Page**

**1/2 Page**