



#### WHY BUY A FRIENDSHIP AD?

The real question is: Why not?

Friendship ads are really the only way you have to make the yearbook yourbook.

The yearbook staff does its best to try to capture the main events from the year, but there is no way the staff can capture your year. Only your friends and you have the details, the photos, and the words to do that. Why not store those memories in the place where you will return to years, even decades, from now? Your yearbook will always be there to bring back memories of the fashions of the day, the football team's big win, the teachers you loved and hated. It's all there... all except for those extra details you and your friends have the chance to add right now.

Act today and make this year's book yourbook.



**DEADLINE: NOVEMBER 1**

#### CONTACT INFO

For more information, come see Mr. Roller in room 109.

The best time to time to discuss friendship ads is during any of the lunch periods.

Mr. Roller can also be reached via email:

[jroller@mac.com](mailto:jroller@mac.com)

Don't forget to visit the website:

[www.fdhyearbook.com](http://www.fdhyearbook.com)

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8500 PATRIOT BLVD.  
N. CHARLESTON, SC 29420  
(843) 552-2440  
Room 109

# YEARBOOK

## FRIENDSHIP ADS



FORT DORCHESTER YEARBOOK

What if you could sign everybody's yearbook?  
Sound crazy?

Not if you take out a "Friendship Ad." This kind of recognition ad lets you publish fun things about your friends, and picture yourselves the way you want to be remembered in the yearbook.

**DEADLINE: November 1**

## FRIENDSHIP AD FORM

Deadline: November 1

Main Contact's Name: \_\_\_\_\_

Main Contact's phone #: \_\_\_\_\_

Main Contact's email: \_\_\_\_\_

Main Contact's 4th pd teacher: \_\_\_\_\_

Main Contact's 5th pd teacher: \_\_\_\_\_

Names of others in Ad: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Size of Ad: \_\_\_\_\_ page

Number of photos included: \_\_\_\_\_

Number of digital items on CD: \_\_\_\_\_

Message (\_\_\_\_ see attached):

\_\_\_\_\_

\_\_\_\_\_

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*NOTE: We do our best to return everything, but if you want to use photos that are irreplaceable; do not give them to us. Get a copy made or provide us a digital version (see requirements under Fre-*

# Make Your Yearbook You-nique

## FREQUENTLY ASKED QUESTIONS

### Why do the ads cost so much?

Well, at the prices we've set, you are actually paying less than it costs us to create the ad. We aren't making any profit. We've set the prices this LOW to give students a chance to personalize their yearbooks. Think about it... the 2005 yearbook (256 pages) cost us about \$73,000 to publish; that's right \$73,000! That is a cost of \$286 per page. And each year, the cost inches its way up due to inflation. At that price, we are actually losing money on every friendship ad we sell.

### How many pictures can I put in my ad and how much can I write?

The short answer is: as many/much as you want. Just keep in mind that, depending on the size of the ad, the photos/writing will have to fit in the space allotted.

### Can I make my own layout or do you have to make it?

You can make your own ad if you want, but if you do, you have to turn in a "photo-ready" ad. This means it is completely ready and all we have to do is scan it to place it in the book. You also have to make sure it will fit properly in the ad size you choose. For example, if you purchase a 1/4 page ad, you can put everything on a sheet of paper that is 4 inches wide by 5 inches tall. If that is not enough space to put everything you want, you can just double the dimensions. That is, you could paste everything down on something that is 8 inches wide by 10 inches tall. Since it is the same proportions, it will scale down perfectly to fit in your quarter page ad. If you don't match the proportions, it will not fit in the space you have chosen. You can download

templates from the Downloads page on our website ([www.fdhsyearbook.com](http://www.fdhsyearbook.com)).

### Can I submit my ad (or ad materials) digitally?

Please do; it saves us some work. There are some things you must know. Submit files as JPEG or TIF files at a resolution of 300 dpi. This is VERY important; a lower resolution will not look good at all when published (even if it looks good to you on screen). If you want to do your layout in a page layout program, we accept only Mac-compatible InDesign CS. PDF files will work ONLY if exported with the setting for "Press" when you export. Do not submit anything other than text as a Microsoft Word document; layouts in Word (or other Office programs) will not print at a high enough quality.

### How do I make out my check?

Make checks out to FDHS with main contact person's name on the "For" line of the check.

## FRIENDSHIP AD INFO

SIZE	DIMENSIONS (INCHES)	PRICE
FULL PAGE	W8.5 x H10	\$250
1/2 PAGE	W8.5 x H5	\$140
1/4 PAGE	W4 x H5	\$75
1/8 PAGE	W4 x H2.5	\$40
1/16 PAGE	W2 x H2.5	\$25