

TRICKS AND TIPS FOR SUBMITTING ADS AND PHOTOS

STEP 1 – Choose your ad size and layout template

The dimensions for ads are as follows:

Qtr. page (5.5"x 4.5")

Half page (5.5"x 8.5")

Full page (8.5"x 11")

STEP 2 – Choosing your photos

- Photos should be colorful and meaningful to both you and your senior.
- Choose the number of photos that fit the template of your choice.
- Please label the photos so the editor can tell which photos correspond with the respective photo box for the layout choice.
- Photos can be sized digitally; so please do not cut them into shapes such as hearts or circles (these would be considered artwork). Please keep photos in natural rectangles and indicate what areas you would like cropped out.
- REMEMBER to get photographic copies of your photos. Photos are not guaranteed to be returned per the publisher.
- With color ads, you may send in colored papers and background to make the ad more vibrant. Note: Backgrounds you send in are considered artwork and must therefore be large enough to cover the desired area. It is best to have extra that can be trimmed off (unless the background contains an image or text that cannot be cut).

STEP 3 - Composing your message

- Limit the message to four to five sentences.
- Remember, less is best but make it count.
- Type message and submit with contract. Handwritten messages are harder to read.

STEP 4 - Submitting your ad

- Fill out yearbook contract with all of the required information.
- Mail check, contract and template choice/photos to Tampa Prep (Attn:Yearbook Staff/ Stacey Cummins)

NOTE: If you decide to create your ad using a computer program, please contact Ms. Cummins directly at 813.251.8481. She will then discuss with you the different options you have for creating the digital artwork.

