



Amanda Malsky

Coal City Yearbook Adviser

Coal City High School

655 W. Division Street

Coal City, IL 60416

815-634-2396 ext. 1917

815-634-2313 (fax)

amalsky@coalcityschools.org

Dear Senior Parent/Guardian:

Straight from the heart and into the yearbook! Regardless of the occasion, your ad provides a great way to recognize a student or event that our staff may not otherwise be able to cover. Be sure to make copies for relatives so they applaud the graduate as well. Also, if you want to keep your ad a secret be sure to check the "Yes" next to Surprise on the order form. To reserve your space, follow these guidelines:

Prices/Sizes

Ads are available in the following sizes for the prices shown. All ads will appear in COLOR. (approx size)

- **1/16 page Grad Brick 2 ¼ x 3 ½ - See Enclosed Sheet: \$35**
- 1/8 page 4 ¼ x 3 1/2: \$100
- 1/4 page 4 ½ x 5 ½ : \$150
- 1/2 page 8 ½ x 5 ½ : \$225
- Full Page 8 ½ x 11 1/2 : \$350

Step-by-Step Instructions

1. Select ad size.
2. Select ad layout. (We can decide or you can draw out what you would like)
3. Complete the order form provided
4. Provide photos for each space in the ad.
5. Write text for the ad on the order form or attach it on a separate sheet. **Try to keep message to no more than 30 words. (unless it is a full page ad) (1/16 ad can only have one sentence)**
6. Provide Payment.

Photo Submission Guidelines

- DO NOT cut, glue or tape photos.
- Select vertical (tall) photos for vertical spaces and horizontal (wide) photos for horizontal spaces.
- Photos will be enlarged or reduced to fit the layout
- Writing lightly in pencil, put your name, address and phone number on the back of each photo.
- You may also attach a sticky note to the back of the photo to write the name.
- **You may also submit digital photos to amalsky@coalcityschools.org**

Special Considerations

- The yearbook staff reserves the right to reject photos or text or ask the customer to make changes.
- Please return any ad materials to the High School office attention: Yearbook Staff

Payment/Ad Material First Deadline

Friday December 15th, 2017

(Any Questions the fastest response is to email Mrs. Malsky at

amalsky@coalcityschools.org)

Parent Advertisement Order Form

Please complete this order form and
Make Check payable to:
Coal City High School (CCHS)

Mail or deliver to:
Coal City High School
attn: Amanda Malsky
655 W. Division
Coal City, IL 60416
amalsky@coalcityschools.org

Customer Data

Student's Name

Parent/Purchaser's Name

Address/City/State/Zip

Your Signature

Daytime Phone

Evening Phone

Advertising Data

Check the AD Size Requested:
(All ads are in COLOR)

1/16 Graduate Brick \$35 _____

Surprise Ad: yes no

1/8 Page \$100 _____

1/4 Page \$150 _____

Full Page \$350 _____

Neatly print Ad text below (or on back) and any examples of how you would like the ad to look (you may submit on another sheet of paper. **(Also please note if you would like a solid color background and/or any colors you would like used):**

\$_____ Total Amount Paid

_____ Check Included

_____ Cash Included **(Do not mail cash)**