

WAKEFIELD COUNTRY DAY SCHOOL

VIRTUS ET SAPIENTIA

1059 Zachary Taylor Highway

Flint Hill, Va. 22627

540.635.8555

publications@wakefieldcds.org

It's amazing how quickly they grow up...

The VIRTUS ET SAPIENTIA staff at Wakefield Country Day School is now accepting orders for recognition ads and business ads in the 2010 yearbook, so it's time to choose photos and start working on your message of congratulations, pride and love.

Sharing your pride is easy:

1. Decide which size ad and which design you want.
2. Collect the photos you want to use and compose the message to fit the ad space.
3. Read all instructions for ad submission.
4. Complete the Ad Order Form; send it in with payment, photos and your message.

The deadline for receipt of completed ad materials is January 22, 2010, but the VIRTUS ET SAPIENTIA staff cannot guarantee that space will be available until that date. Ads will be accepted in the order in which they are received. Ad materials received after the pages are filled or after the due date will be returned immediately.

The yearbook staff is pleased to offer you this opportunity to honor your student, promote your business and to support the 2010 Wakefield Country Day School VIRTUS ET SAPIENTIA yearbook.

Full Page Black & White Ads \$200

- Approximate dimensions: 7 3/4" wide x 10 1/2" high
- Refer to the number below each design to identify which layout you wish to use*



F-1



F-2



F-3



F-4

Half Page Ads Black & White Ads \$125

- Approximate dimensions: 7 1/4" wide x 4 3/4" high
- Refer to the number below each design to identify which layout you wish to use*



H-1



H-2



H-3



H-4

Quarter Page Ads Black & White Ads \$75

- Approximate dimensions: 3 5/8" wide x 4 3/4" high
- Refer to the number below each design to identify which layout you wish to use



Q-1



Q-2



Q-3



Q-4



Q-5



Q-6

Eighth Page Ads Black & White Ads \$50

- Approximate dimensions: 4" wide x 2 3/8" high
- Refer to the number below each design to identify which layout you wish to use



E-1



E-2



E-3



E-4



E-5



E-6

*arrangements may be made to modify these full-page and half-page designs

Ad Order Form

Please complete and return this advertising contract (or a copy of it) with payment and the photos and text for your ad.

Parent/Business Name _____

Student's Name (recognition ads) _____

Street Address _____

City / State / Zip Code _____ Daytime Phone _____

Is this ad supposed to be kept confidential? yes no email Address _____

Types of Ads/Size

Full Page Black & White: \$ 200

Design#
F-1 F-2 F-3 F-4

Half Page Black & White: \$ 125

Design#
H-1 H-2 H-3 H-4

Quarter Page Black & White: \$ 75

Design#
Q-1 Q-2 Q-3 Q-4 Q-5 Q-6

Eighth Page Black & White: \$ 50

Design#
E-1 E-2 E-3 E-4 E-5 E-6

Payment

Cash included Check included

Photos

 instructions, requests, comments:

(If more space is needed please attach separate sheet of paper.)

emailing photos? yes no

Payment

Amount enclosed \$ _____

Make check payable to **WAKEFIELD COUNTRY DAY SCHOOL.**

Copy/Text

 to be included in your ad:

I agree to the terms and guidelines stated in this contract:

Customer signature _____ Date _____

Instructions for Ad Submission

- Select the ad size you wish to purchase; then, using the sample layouts, choose the design number within that size that you would like used for your recognition ad or business ad in the yearbook.
- Changes may be made to these designs with prior approval of the yearbook advisor.

Photos

- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the ad you chose. If you include extra pictures, our staff will decide which one(s) to exclude without notifying you.
- Decide which picture you want in which photo block in the design. Vertical photo blocks require "up and down" images and horizontal photo blocks require "left to right" images.
- Using a pencil, write softly on the back

- of the picture the photo block number in which you want the picture to appear. If you do not number the photos, our staff will place the photos attractively.
- DO NOT send original copies of any photo you value; we cannot guarantee its return. Instead, submit a high-quality jpeg scan or high quality photocopy of any picture you cannot replace. We do not recommend computer generated ink jet photo images on plain white paper and cannot be held responsible for the quality of the reproduction if you submit a photo in this manner.
- We cannot use photos which have been cut, glued or taped to paper.
- Please DO NOT submit collages. They do not reproduce well and we cannot be responsible for the image quality problems that may arise.

Text

- The words you want to include in your ad are called "copy." Please write (print) your copy legibly on the ad order form, or you may email it or print it on a separate sheet and attach it to the order form.
- We will choose a font/typeface for the copy when we design your ad. We will correct grammar, punctuation and spelling errors unless otherwise instructed.
- Take into account the size of your ad when writing your message to your student. A large quantity of text in any ad will end up being set in small type which may not be easy to read.

Please email photos and copy/text to:

publications@wakefieldcds.org