

Bishop O'Connell High School Yearbook
What Did You Expect?

Dear parents of seniors, class of 2010:

Our yearbook staff is preparing yearbook ads for the 2010 book, which is scheduled for a mid-August delivery. This year all of the ads will be in FULL COLOR. If you would like to be among the many parents who place an ad for their graduates in the yearbook, here are some commonly asked questions:

1. In what format should I submit the ad?

* You may send a camera ready ad; a disk (jpeg format-using the highest resolution possible) or the pictures with a sketch of the ad.

2. May the pictures submitted be larger or smaller in the ad?

*Yes, pictures may be enlarged or reduced so only part of the picture appears.

3. What is often included in this ad?

*The graduate's baby, child, or graduation picture and a message from parents/family.

4. May I get help with the ad or lay it out myself?

*Your choice--if you need help, call Mrs. Patrice Connolly at (703) 237-1400, ext. 517.

5. Should my graduate be told about the ad?

*Your choice. You may want this to be a nice surprise or you may want your son or daughter's opinion. Whatever you choose, let us know, so we don't spoil the surprise.

6. Can the pictures be returned?

*The pictures are returned by the Yearbook Company with the yearbooks. The pictures can be returned to you in August **IF you provide a stamped, self-addressed envelope.**

7. What about the cost and ad size? (Ads will appear in FULL COLOR)

*Full Page---\$300

*Half Page---\$175

*Quarter Page---\$100

*Eighth Page---\$75

*Sixteenth Page---\$40

8. When is the deadline for the ad? MARCH 15

Please use the **FORM BELOW** for your ad.

DETACH HERE

Name _____ Senior's Name _____

Size of ad desired _____ Amount Included \$ _____ e-mail address _____

() Do you wish the picture cropped? No ___ Yes ___ (Please indicate what you want to appear)

() Do you wish the picture to be enlarged? No ___ Yes ___ (Please specify)

() Is this supposed to be a surprise? No ___ Yes ___

() Text: Please print the text desired (It will appear exactly as given to us)

() Mail to: **O'Connell Yearbook, 6600 Little Falls Road, Arlington, VA 22213**

DEADLINE: MARCH 15

() Include a stamped, self-addressed envelope if you wish the picture(s) returned to you.