

# H.C. JOHNSON ELEMENTARY SCHOOL

## Student Congratulatory Ads and Boosters Available for 2017 Yearbook!

This year, both boosters and display ads will be available in the yearbook for a special “congratulations!” for your Johnson student. **Ads and boosters are due Friday, March 15, 2017. This deadline will not be extended.**

**Boosters:** Boosters are text only. \$2/line, maximum 40 characters per line including spaces and punctuation. Please write or type booster on form below and place in an envelope with your payment, child’s name and class and return to their homeroom teacher.

**Ads:** Ads are new this year! Ads differ from boosters because they are designed, sectioned off on the page, and may include a photo.

- One ad size is available: 1/8 page horizontal (3.75”w x 2.5” h)
- Ads must be in support of a current Johnson student (no business ads).
- If you elect to include a photo in your ad, it must be emailed to [PTOJohnson@jacksonsd.org](mailto:PTOJohnson@jacksonsd.org) by 3/15/17. No photos will be accepted after this date. No hard copy photos will be scanned. Please send photos in the highest resolution possible. Please make the photo’s filename the same as the child’s name. You must own the copyright of the photo.
- Ads will be created for you from your copy and photos. You will be emailed a proof for approval. If you do not contact us about your proof within 48 hours, it will be published as is and the PTO is not responsible for any errors that may occur.
- You may order multiple ads or a combination of ads and boosters.

Please make out checks for both boosters and ads to HCJ PTO. Booster and ad space is limited. Spots will be filled first come, first served.

Please direct all questions to [PTOJohnson@jacksonsd.org](mailto:PTOJohnson@jacksonsd.org).

**SEE OTHER SIDE FOR ORDER FORM**

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## 2017 Yearbook Booster and/or Ad Order Form

Student Name(s): \_\_\_\_\_

Your Name: \_\_\_\_\_ Email: \_\_\_\_\_

I am ordering (indicate the number purchased of each type): \_\_\_\_\_ Booster \_\_\_\_\_ Ad

**If you are ordering a BOOSTER, please write or type the text below or on a separate sheet of paper and attach. \$2/line maximum 40 spaces per line.**

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**If you are ordering an AD, please fill out the following FOR EACH AD you are purchasing (attach a separate sheet if necessary):**

Ad copy (Max 75 words per ad): \_\_\_\_\_

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Please provide preferred colors, hobbies, or interests that will help with the ad design:

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Do you want a photo included in the ad? \_\_\_\_\_ Yes \_\_\_\_\_ No

*Photos must be emailed to [PTOJohnson@jacksonsd.org](mailto:PTOJohnson@jacksonsd.org) by March 10, 2017. Photos received after this date will not be included. Photos must be provided digitally; no photos will be scanned. Please send photos in the highest resolution possible. Please name the image using the child's name.*

**Please return this form to school with your payment in an envelope marked Yearbook Boosters/Ads.**