

2021 Madrono Yearbook Senior Baby Ads: Palo Alto High School

Please complete and return this form with your photos, text and payment by Friday, October 16th, 2020.

Student Name _____

Parent/Guardian Name _____

Street address _____

City/State/ZIP _____

Daytime phone _____ Email address _____

Types of Ads/Size



- Full Page**
Approximate dimensions:
11" tall by 8½" wide (vertical design)
Color: \$ 450.00
Suggested number of photos: 4-9



- Half Page**
Approximate dimensions:
5¼" tall by 8½" wide (horizontal)
Color: \$ 250.00
Suggested number of photos: 2-5



- Quarter Page**
Approximate dimensions:
5¼" tall by 4¼" wide (vertical)
Color: \$ 150.00
Suggested number of photos: 1-3



- Eighth Page**
Approximate dimensions:
2½" tall by 4¼" wide (horizontal)
Color: \$ 95.00
Suggested number of photos: 1-2

Photos (Instructions, requests, comments):

Copy/text (for your ad):

Payment

total due	_____	date	_____
<input type="checkbox"/> cash	<input type="checkbox"/> check	check #	_____

Purchaser signature

Date

Instructions for ad submission

Photos should be scanned at 300 DPI and submitted as JPGs. Color can be RGB or CMYK. Messages should be no more than 25-50 words, depending on the size of the ad purchased. Fonts will be selected by yearbook staff.

Photos, text and checks (and this form) can be dropped off in the main office: put all materials in an envelope addressed to Brian Wilson. Photos and text can be emailed to babyads.madrono@gmail.com.

Please note that we follow the same protocol for baby ads as we do throughout the rest of the yearbook, which means that all photos and messages should be school-appropriate.

Want help? The yearbook staff will be holding informational baby ad workshops over Zoom to go over the basics of creating a baby ad. For session dates, please regularly check our website at palmadrono.com for details.

Parent Ad Checklist:

- Photos (dropped off or scanned at 300 DPI)
 Message
 Payment (cash or check made out to PALY)
 This Form