

Dear Parent,

Looking for a creative way to tell your student, "I love you and I'm proud of you"?

Place a Public Display of Affection ad in the yearbook!

Whether your son or daughter is a senior or a freshman, a recognition ad is always a great idea. In the future, seeing your message will bring a smile as they remember your love and support during these important years. And, it's easy to create a recognition ad. Just send us a copy of your favorite photo and compose your message.

While you're thinking of what your ad will look like, also think about the size of the ad space. Select a horizontal or vertical format in a variety of sizes of costs. Take a look at the examples in our brochure.

We can even keep the ad a secret until the yearbook is distributed (but only if your student isn't on the yearbook staff).

Don't let it go without saying. Reserve a space for your ad today to say how proud you are. Like the yearbook, your message will be a permanent memory. Please be sure to also visit our website (www.lynchburg.edu/argonaut.xml) for yearbook updates and ordering information!

Sincerely,
The Yearbook Staff

QUESTIONS?

Contact us through the above website or email jones.f@lynchburg.edu. We can also be reached by phone at (434) 544-8506!

2008 RECOGNITION AD ORDER FORM

Student Name _____ Class _____
Name _____
Address _____ City _____ State _____ Zip _____
Phone _____ Best time to call _____

Choose from the following full color ad options!

- ◆ Full Page (9X12) \$100.00
- ◆ 1/2 Page (4X6) \$75.00
- ◆ 1/4 Page (2X3) \$50.00

I WOULD LIKE TO ORDER THE FOLLOWING AD SIZE FOR MY STUDENT:

_____ Full Page
_____ 1/2 Page
_____ 1/4 Page

Yes, I would also like to buy a yearbook! Please visit yearbooksonsale.com to place your order!

Use the space below to create your layout as you would like it to be created.

***If possible please include a hi-resolution digital version of photos on CD. Photo originals will not be returned. PDF files will also be accepted for layouts.*

Signature _____

Send Check/Money Order along with layout/photos to:

**Lynchburg College
The Argonaut
1501 Lakeside Dr.
Lynchburg, VA 24502**

Step-by-step instructions

1. Select ad size.
2. Select a standard ad design.
3. Complete the Order Form provided.
4. Provide photos for each space in the ad. (*Note tips for photo submission on this sheet.*)
5. Write text for the ad on the Order Form or attach it on a separate sheet.
6. Provide payment.
7. Deliver or mail all of the materials to yearbook staff by the deadline below.

Photo Submission Guidelines

- Do not cut, glue or tape photos.
- Photos will not be returned so please do not send originals. (*Digital scans/files preferred*)
- 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.
- Again, lightly in pencil, number the back of photos to match the numbers on the design you selected.

Special Considerations

- The yearbook staff reserves the right to reject photos or text or ask the customer to make changes to conform to the staff's standards.

AD AND PAYMENT DEADLINE: June 1, 2008