

# Color your World with L'Esprit

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L'Esprit is offering the opportunity to personalize your yearbook in a unique and memorable way with a **full-color ad**. Reserve your space today to celebrate and congratulate your daughter. These ads are available for everyone. Businesses are welcome. The deadline for ad copy, photos, and money is February 27, 2010. However, anyone submitting copy and paying for an ad before Christmas break will receive a \$25 discount.

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## Prices and Sizes

All color ads are available in the following sizes and prices. Final deadline is February 27, 2010.

Size	Price before 12/18/09	Price after 12/18
1/8 page	\$25 (no discount)	\$25
1/4 page	\$100	\$125
1/2 page	\$175	\$200
Full size / page	\$300	\$325
Double spread	\$575	\$600

### Physical size of ads

1/8 page	3 3/8 x 2 1/8 inches (1 photo/graphic only)
1/4 page	3 3/8 x 4 1/2 inches
1/2 page	7 x 4 1/2 inches
Full size	7 x 9 1/4 inches
Full page	7 3/4 x 10 1/2 inches plus 1/4" bleed on three sides
Double spread	15 1/2 x 10 1/2 inches plus 1/4" bleed on all sides

## Submission Process

You can pick up an ad form from the receptionist's desk or request a pdf file from the email address below. You can mail, email, or bring your final ad items to the Yearbook staff.

Mail to: Pat Schrader  
Yearbook Adviser  
Duchesne Academy  
10202 Memorial Drive  
Houston Texas 77024

Email to: [pat.schrader@duchesne.org](mailto:pat.schrader@duchesne.org)

Bring to: Pat Schrader  
Computer Room 101 before noon  
or leave at the receptionist's desk  
or call 713-468-8211, ext 231  
to set up an appointment

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## Design Parameters

The L'Esprit Staff will be glad to design an ad for you. Just bring or send your ad form, photos, and a check (made out to Duchesne Academy) to Room 101. An ad proof will be emailed to you.

### Scanned photos

We can scan the photos for you and reduce, enlarge, and crop the photo, but please remember that the photos must be "store bought" quality. We cannot use inkjet or laser printer photos due to significant quality loss. Also, please do not submit photos cut in shapes or xeroxed copies. Include a self-addressed envelope if you want the photos returned.

### Digital photos on CD, flash drive, or via email

Digital images must be high resolution (300 dpi) in order to meet print quality standards. Digital photos copied from websites, such as Facebook, or from cellphones will not have high enough resolution. Submit the photos as Photoshop (ppd), tiff, jpg, or pdf files.

### Layouts and messages

Client prepared layouts can be submitted as pdf files or InDesign files. We **cannot** accept personal ads created in Microsoft Word, Powerpoint, Publisher, or Adobe Pagemaker. Print or type messages. We cannot accept copyrighted material such as poems or song lyrics without attribution. We will not accept coded messages or abbreviations of any type. We will be glad to supply samples of acceptable ads.

# L'Esprit 2010 Ad Form

To reserve your ad space, bring or send in this ad form, photos, ad text, and a check made out to Duchesne Academy. To avoid delays in creating your ad, make sure you fill out this form completely.

## Customer Data

\_\_\_\_\_  
Student Name

\_\_\_\_\_  
Parent/Purchaser's Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Address/Apt. #

\_\_\_\_\_  
City/State/Zip Code

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Phone Number

## Message

*Add additional information on a separate sheet or email extended text to pat.schrader@duchesne.org.*

## Ad Selection

Select a color ad size. Final deadline is 2/27/2010.

Ad selected	Ad size	Price before 12/18/09	Price after 12/18
_____	1/8 page	\$25	\$25
_____	1/4 page	\$100	\$125
_____	1/2 page	\$175	\$200
_____	Full size / page	\$300	\$325
_____	Double spread	\$575	\$600

Is this ad a surprise for the student? Yes \_\_\_\_\_ No \_\_\_\_\_

Is this a business ad? Yes \_\_\_\_\_ No \_\_\_\_\_

Did you submit a finished ad on CD? Yes \_\_\_\_\_ No \_\_\_\_\_

## Checklist for Photos

Number of photos to scan  
\_\_\_\_\_ (put student name on back of all photos)

Number of digital photos submitted  
\_\_\_\_\_ (CD\_\_\_\_\_, Flash\_\_\_\_\_, email\_\_\_\_\_)

## Payment (for office use only)

Type of payment  
\_\_\_\_\_ Cash \_\_\_\_\_ Check Number \_\_\_\_\_

Date ad submitted and paid  
\_\_\_\_\_