

MARATHONER YEARBOOK

Hopkinton High School
90 Hayden Rowe Street
Hopkinton, MA 01748



The Hopkinton High School *Marathoner* Yearbook has launched its 2011-2012 advertising campaign! Our yearbook is made possible through the generosity of local businesspeople like yourself, and we greatly appreciate your past and future support.

Our publication receives no town or school funds; we are supported solely through business and personal ads and book sales. Our goal this year is to raise enough revenue through display advertising to keep the cost of the book to parents and students as low as possible. We are also planning to print our yearbook – and your message – entirely in full color!

If you like, our student staff can help you design your display ad for the 2012 Yearbook. Also, our staff photographers would be happy to take a photograph for your ad at no extra cost.

Thank you for helping our students build an outstanding 2012 HHS *Marathoner* yearbook!

BUSINESS INFORMATION

Business Name _____
Address _____ Town _____ Phone _____
Name of person authorizing ad _____ E-mail _____

ADVERTISEMENT INFORMATION

- CHOOSE ONE SIZE**
- | | | |
|--------------------------|-----------------------|--------|
| <input type="checkbox"/> | Full page color ad | \$ 280 |
| <input type="checkbox"/> | Half page color ad | 210 |
| <input type="checkbox"/> | Quarter page color ad | 125 |
| <input type="checkbox"/> | Eighth page color ad | 70 |
| <input type="checkbox"/> | Copy of 2012 yearbook | 85 |
- (you may order more than one)*

REQUIREMENTS FOR AD COPY: Please clearly print at right the copy you wish us to typeset for your ad; or place your previous ad, indicating any changes. BE CONCISE - try to present essential information. If logos, business cards, letterheads, etc., are provided, please attach them to this sheet but DO NOT STAPLE THROUGH, OR SCOTCH TAPE OVER, ART OR COPY! Please provide TWO COPIES of any business card.

ARTWORK can be provided in FULL COLOR if you have it; or, in black or a dark color ink.

PHOTOS should be good quality; we can reduce or enlarge to fit space. We cannot guarantee return of photos undamaged; send us a color photocopy of any valuable pictures.

GUIDELINES FOR ELECTRONIC SUBMISSION: Contact the yearbook adviser for information. Provide photos in .tif or .jpg format only. Provide complete ads in .pdf format only. Microsoft Word, InDesign and PageMaker documents also accepted but DO NOT EMBED PICTURES. **Questions?** Call yearbook adviser Mary Ann Brayer at 508-497-9820, or email yearbook@hopkinton.k12.ma.us

IF MAILING form or ad copy, send to 2012 Yearbook, Hopkinton High School, 90 Hayden Rowe St., Hopkinton, MA 01748.

For our ad space, plus ____ yearbooks @ \$85 each, we are enclosing a check for \$_____ made payable to *HOPKINTON STUDENT ACTIVITIES*.

(Use this space to sketch ad layout)

