2020 CHS Yearbook GRAD ADS Info and FAQs

1. What is a Grad Ad? Who can place an ad?

A Grad Ad is a tribute to graduating seniors that we publish in the yearbook. You purchase your ad space, provide the photos, and compose the text. Our designers do the rest. Anyone can place an ad. Clubs, teams, booster clubs, organizations, parents, and friends can place ads for grads.

2. How do I put a Grad Ad in the yearbook? What are GRAD AD Nights?

Purchase your ad space and your 2020 yearbook on balfour.com. Sign up for an appointment to work with a yearbook staff member to create the Grad Ad. Appointments are available on October 3rd, October 7th, October 8th, from 4:30-7:30 PM in Room A134.

Sign up for your design appointment here:
https://www.signupgenius.com/go/8050B4CAAA82BAAFE3-thecharger

3. Do I have to go in to make the ad? Can I make my own?

We prefer that you come to one of the Grad Ad Nights where you will have an opportunity to show us exactly what you want and proof the final ad.

If you choose to create and submit your own ad, the final copy we receive must be at least 300DPI and the appropriate size for the ad you ordered. We will not accept Word, PowerPoint, or Publisher files. We will accept full-resolution PDFs or JPEGs only. Your complete ad must be paid for and submitted to robin.anders@boerneisd.net by October 8th.

4. When is the deadline for ads?

All ads must be complete and purchased by the final grad ad night on **October 8th, 2019**. All requests after that date will be limited by page space availability.

5. What are the size and price options?

Ad sizes are as follows:

Size:	Price	Approximate Dimensions in inches (width-height)
⅛ page	$45	4 inches wide x 2 ½ inches high (business card)
¼ page	$90	4 inches wide x 5 inches high
½ page	$175	8 inches wide x 5 inches high
Full Page	$300	8 inches wide x 10.75 inches high

6. Are there templates? Can I customize it?

Most ads will start with a simple template and our designers can customize as you would like.

7. Will my ad be color or black and white?

All yearbook ads will print in full color, but you may choose to run your ad in grayscale.

8. What are the acceptable photo formats to bring?

Your photos will need to be JPEGs that we can access and upload. You can email them to your staffer when you are here, or you can bring them in on a flash drive, ready to upload. We recommend you choose high quality (300 DPI) photos that will print beautifully.

9. Can you scan photos at Grad Ad Night?

We do not scan your photos. Please scan your photos and bring a digital file that we can upload.