

PDA'S FOR THE GONG

Escondido High School

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Straight from the heart and into the yearbook! The yearbook allows you to express how proud you are of your student with a PDA (Public Display of Affection). Sizes start at 1/8 page (business card size). You can also make bigger PDA's from 1/4 to a full page. PDA's are not limited to seniors - all parents can recognize their student's special accomplishments. Student groups may also get together and purchase a PDA. Just follow these guidelines:

PRICES/SIZES

PDA's are available in the following sizes for the prices shown. PDA's will be in full color.

- **1/8 page (4 x 2 3/4 inches): \$30**
- **1/4 page (4 x 5 1/2 inches): \$60**
- **1/2 page (8 x 5 1/2 inches): \$110**
- **full page (8 x 11 inches): \$200**

STEP-BY-STEP INSTRUCTIONS

- 1] Select PDA size.
- 2] Select a standard PDA design. (For a custom layout, call for specifications.)
- 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 PDA 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.

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.

PHOTO SUBMISSION GUIDELINES

- Do not cut, glue, or tape photos.
- Writing lightly in pencil or Sharpie pen, put your name, address, and phone number on the back of each photo.

- Care will be taken to return photos if you provide a self-addressed stamped envelope. Copy prints should be submitted for irreplaceable photos, but xeroxed photos and photos made on dot matrix printers do not work. The school, yearbook staff, or the yearbook company do not accept responsibility for lost or damaged photos.

- Digital or scanned photos are ok if you follow these instructions. There is no risk of damage to precious photos. They should be submitted on a CD or flash drive. They must be JPEG's or TIFF's and must be 300 dpi resolution. The image size should be at least as large as the photo that will be printed. Put your student's name on the disk. (If you don't understand this submit a picture instead.)

- Select vertical [tall] photos for vertical spaces and horizontal [wide] photos for horizontal spaces.

- Photos will be enlarged or reduced to fit the layout. We will crop photos as needed.

- Again, lightly in pencil or Sharpie pen, number the back of photos to match the numbers on the design you selected.

- Do NOT send photos or layouts in programs like Word, Excel, Publisher, or non publishing software. Do NOT send PDF, PSD, EPS files. Call for information and specifications about doing your own custom layout.

CUSTOM DESIGNS

Some local photographers do custom designs with their photo packages. Check with them.

AD & PAYMENT DEADLINE: 2/3/12