



Dear Business Owner/Manager:

The 2017-2018 Yearbook Staff would like to offer you the opportunity to advertise your business in this year's LUMEN. As part of our greater community, we greatly appreciate your support and look forward to advertising your business in our yearbook.

The following ad sizes are available and are printed in full color:

FULL PAGE AD (7.5 x 10):	\$400.00
HALF PAGE AD (7.5 x 5):	\$250.00
QUARTER PAGE AD (3.75 x 5):	\$200.00
BUSINESS CARD AD (3.627 x 2.177):	\$175.00

If you are unable purchase an ad at this time, you may make a \$20.00 (or more) donation and be listed on the "Personal Patron" page of the yearbook which will be published in our ad section.

If you are providing your own artwork for your ad, please make sure that your ad is camera ready, submitted as a high-resolution file format (300dpi), and is submitted by **September 29**. If you would like to have our students design your ad, please provide the ad text, photos and/or any other information that you would like to have included in your ad by **September 29**.

Thank you for your support and generosity.

Gratefully,
The Lumen Staff



ADVERTISING CONTRACT

ADVERTISER'S NAME: _____
Is this your first time advertising in our yearbook? YES NO

PLEASE COMPLETE THE INFORMATION BELOW:

YES, I would like to purchase the following ad size at the listed rate.

- FULL PAGE AD (9 w x 12 h): **\$400.00**
- HALF PAGE AD (9 w x 6 h): **\$250.00**
- QUARTER PAGE AD (4.5 w x 6 h): **\$200.00**
- BUSINESS CARD AD (4.5 w x 3 h): **\$175.00**

NO, I am unable purchase an ad at this time, but I would like to make a \$20.00 (or more) donation and be listed on the "Personal Patron" page of the yearbook.

Preferred Listing Name:

Name of Business: _____

Address: _____ City/Zip Code: _____

Telephone: _____

Email: _____

Contact Person: _____

BY SIGNING THIS CONTRACT, I AGREE TO HAVE MY AD PLACED IN THE ST. LUCY'S YEARBOOK AND I AGREE TO PAY THE DESIGNATED PRICE OF MY AD OR LISTING.

Name (Printed)

Date

Signature

Date

FOR YEARBOOK STAFF USE ONLY

YEARBOOK STAFF CONTACT: _____



AD LAYOUT DETAILS

PLEASE COMPLETE THE INFORMATION BELOW:

I WOULD LIKE THE LUMEN YEARBOOK STAFF TO DESIGN MY AD and will supply all elements by **September 29**. Ad elements include: text, images, photos, business logo and any other elements you would like to incorporate into your ad. All photos and logos should be 300dpi, high resolution files. If you have any questions regarding your ad elements, please contact yearbook@stlucys.com.

I WILL DESIGN MY OWN AD and supply it to the LUMEN staff via e-mail to yearbook@stlucys.com or on a CD, to be picked up by the yearbook staff. All pre-designed ads should be submitted in camera ready formats: JPEG (300dpi, high resolution), PDF (high resolution), or hard copy ad. All ads must be submitted by **September 29**. If you have any questions regarding acceptable file formats, please contact yearbook@stlucys.com.

BUSINESS INFORMATION (Please PRINT CLEARLY):

Name of Business: _____

Address: _____

Telephone: _____

Email: _____

Website: _____

PHOTOS/PICTURES/IMAGERY

YES, I would like pictures on my ad

NO, I do not want pictures on my ad

If you answered YES, please answer below:

I have included: Format of Pictures

CD of pictures (high-resolution JPEG or TIFF format)

Hard copy pictures to be scanned;
Number of pictures _____

Any Special Instructions for pictures:

ADDITIONAL DESIGN/LAYOUT NOTES

Color Scheme:

Text:

Other Notes:

Suggested Discounted Ad Rates for Businesses Wishing to Purchase Ads In Both Yearbook and BASH Catalog

YEARBOOK	BASH CATALOG*	DISCOUNTED RATE FOR BOTH ADS	SAVINGS
Full page: \$400	Full page: \$500	\$700	\$200
Full page: \$400	Half page: \$300	\$550	\$150
Half page: \$250	Full page: \$500	\$625	\$125
Half page: \$250	Half page: \$300	\$450	\$100
Half page: \$250	Business card: \$200	\$375	\$75
Business card: \$175	Half page: \$300	\$425	\$50
Business card: \$175	Business card: \$200	\$350	\$25

* Over 3,000 BASH catalogs are printed and shared with/mailed to local businesses and the entire school community. Also distributed at event (approximately 300-400 guests).