



27 August 2019

Dear Parents,

Each year the *Scorpion* there are pages available in the yearbook in response to requests from parents, friends, and family who wish to purchase dedications to celebrate the soon-to-be graduates and current students at Charleston Day School. These dedications help to add charm and personality to the yearbook, and they are, without a doubt, the most enjoyable pages on which we get to work.

A portion of the total number of pages has been set aside this year for ads. Pages will be available as full-page ads, half-page ads, and quarter-page ads. We are offering “Early-Bird Specials” for parents of eighth grade students. Fees of the ads are reduced if we receive the **PICTURES, TEXT and PAYMENT** before **MONDAY, SEPTEMBER 30, 2019. Sending in a check will not guarantee you receive the early bird price. If you do not send in ALL the materials with your check, your check will be returned to you.** Please read all the “rules” and only send photos that meet the minimum size requirements (as specified by the yearbook company):

- Your dedication ad can be a simple text message, or it can be a combination of text and pictures.
- If you choose to add pictures, please note the following rules:
 - 1 page ad- **NO MORE than 12 pictures**
 - ½ page ad- **NO MORE than 6 pictures**
 - ¼ page ad- **NO MORE than 3 pictures**
- **Photos must be 1mb or 1000kb or larger** to be considered for the yearbook. Do not send in photos that are smaller than this. Those pictures will be very tiny and hard to see.
- Mr. Getter or I will not let you know if your images do not meet the minimums, you must check your photos prior to sending them in. As a general rule, photos from Instagram or other social media **DO NOT meet these minimums.** If you would like to send in a photo from your phone do not forward it multiple times. Send the **ORIGINAL** file directly from your phone at the **highest quality setting available.**
- **If you send in original copies of your photos, please write your student’s name on the back of the photo using a sharpie** and allow the ink to dry before stacking them (using a pen often results in the ink rubbing off onto other photos and ruining them ☹). We will return them to you as soon as possible.
- Please do not cut up your pictures into shapes or cut your pictures to remove unwanted elements.
- We accept electronic photos via e-mail, and we can accept electronic pictures and text via flash drive or picture CD. If you want to send an electronic ad, it must be sent in **JPEG** format on a flash drive.

Please remember ads are accepted on a first-come basis and may not be reserved by sending a check alone. We have a limited amount of space available, and the Early Deadline for ads, including artwork, pictures and text is **TUESDAY, October 2.** The option for non-eighth grade parents to order ads opens up on October 3. The **final deadline** for all ads is **WEDNESDAY, October 30, 2019.** New ad submissions will not be accepted past this date. We are on a deadline to which we must adhere in order to complete the yearbook on time.

Please do not hesitate to email should you have any questions.

Sincerely,

Evelyn Wells

Evelyn.Wells@charlestday.org

Eric Getter

Eric.Getter@charlestday.org

DEDICATION AD CONTRACT FOR THE SCORPION

Name or Business (please print)

Address

Telephone

E-mail

Ad Size:

- _____ Full Page, \$275 (**\$250** if received by “Early Deadline” of **MONDAY, SEPTEMBER 30, 2019**)
_____ Half Page, \$185 (**\$160** if received by “Early Deadline” of **MONDAY, SEPTEMBER 30, 2019**)
_____ Quarter Page, \$125 (**\$100** if received by “Early Deadline” of **MONDAY, SEPTEMBER 30, 2019**)

Type of Ad

- _____ Message (enclosed)
_____ Business Advertisement
_____ Pictures Furnished
_____ Pictures on flash drive (enclosed)
_____ Pictures emailed

Payment

- _____ Cash \$ _____
_____ Check \$ _____ (payable to CDS)

Customer's Signature

Date

Please note: THE AD DEADLINE FOR “EARLY SPECIALS” IS MONDAY, SEPTEMBER 30, 2019. The FINAL DEADLINE is WEDNESDAY, OCTOBER 30, 2019.

Please return to:

**Charleston Day School
15 Archdale Street
Charleston, SC 29401
Attn: Evelyn Wells or Eric Getter
Or
Evelyn.Wells@charlestonday.org
Eric.Getter@charlestonday.org**