

West Windsor-Plainsboro High School South Yearbook

October 25, 2012

Dear Senior Parents/Guardians:

Senior year is a special year for your child. After this year, he/she will be moving onto the next phase of life. Is there anything special you would like to tell your child – words of encouragement, admiration, or even a “congratulations” on a job well done? The memories and experiences from your son/daughter’s childhood should be cherished forever and what better way is there to do so than to send a heartfelt message to your child in a Parent Advertisement in the ***Pieces of Gold 2013*** yearbook?

This year you have two options for ordering your parent ad. As in the past, you can send in your ad to HSS and include the size, text, photos, order form and payment. **Or** you can create your own parent ad online by going to **balfour.com**. See enclosed sheet for instructions. The sizes and cost are the same whichever way you order:

Each page of parent ads is divided into 8 sections. The smallest ad is 1/8 of a page, the largest is a full page.

1/8 page	\$80	1 2 page	\$230
1/4 page	\$130	1 page	\$380

If you are placing your parent ad in the traditional way, please follow the instructions below.

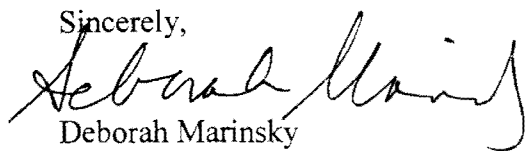
- Send only duplicates of photos for the ads. No photos will be returned. Make sure that the photos are on photo quality paper, not regular photocopy paper.
- Make check payable to: **West Windsor-Plainsboro High School South**
- Mail the order form and check along with any photos and message that you want in the ad to:

WW-P HS South
346 Clarksville Road
Princeton Junction, NJ 08550
ATTN: Deborah Marinsky

All parent ads must be submitted by **February 4, 2013**.

Call (609)716-5050, x 7334 if you have any questions.

Sincerely,



Deborah Marinsky
Assistant Yearbook Advisor

Parent Advertisement Order Form

Student's Name _____

Ad submitted by _____

Contact information:

Phone number: _____ Email address: _____

Size of ad _____ Amount enclosed _____

Caitlin McCann



Dear Caitlin,

We are so proud of the young woman that you have become – honest, compassionate, responsible, dedicated to your passions, and always interesting. In our eyes you are the fabulous Caitlin McCann that we love so much. Congrats on graduation. We wish you all the best in college. Dream big and good things will happen.

We Love You,

Mom, Dad, Zack and Matt

1/4 page

MELISSA FRIEDLANDER

Dear Melissa,

We are very proud of you and are so impressed by what you have accomplished over the years. You are a kind, caring and wonderful daughter/sister who means the world to us! We know that you will enjoy your years of studying and rowing in college. We will miss you so much!

All our love,
Mom, Dad, Allison,
Carly and Mallory

1/8 page



Billy Baugher

"The Billy,"

Congratulations! Your High School days are done. I'm proud of all you've accomplished. Now it's time to follow your dreams!

Love,

Mom



1/2 page

Ariana Efstathios

Dear Ariana,

You were a gift from God...our baby girl. We are so proud to be your parents and even more proud of the person you have grown to be!

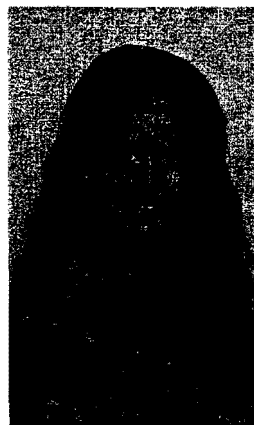
As you continue your journey, remember...

This life is yours.
Take the power
to choose what you want to do
And do it well.
Take the power
to love what you want in life
And love it honestly.
Take the power
to make your life
Healthy,
Exciting,
Worthwhile,
And very happy.

You have so much to offer.
So much to give,
And so much you deserve
to receive in return.
Don't ever doubt that.

Wherever you go, whatever you do...always remember and have faith that God and your family will always be there for you. We love you!

All our love,
Mom and Dad



Dear Ari,

We know it hasn't been easy to have only brothers, but it made you stronger and smarter sis! Thanks for always being there for us. Stay smart, be yourself and have fun in college!

Love, Mike, Tom and Matt



balfour
balfour.com

Creating Your Yearbook Ad Online

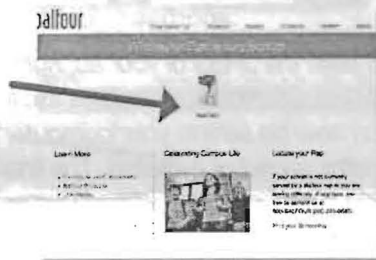
Thank you for your support of this year's yearbook! We are pleased to announce that we have an EASY solution to buying and creating a yearbook ad online at Balfour.com.

Starting Your Ad

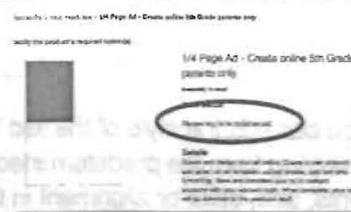
1. Go to Balfour.com & type in our school name.



2. Click on Yearbook.



3. Click on the size ad you would like to purchase and click Add to Cart.



4. Click Please Log In to Build an Ad to proceed.

5. As a new customer, you will be asked to Create an Account to begin building your ad. (Creating an account with your name, e-mail and password is needed to track your ad, save it for future sessions, and for the checkout process. Be assured that your info won't be used for anything other than logging into this site.)



If you have already created an account on Balfour.com, under **Registered Customers**, enter your e-mail address and password and click **Login**.

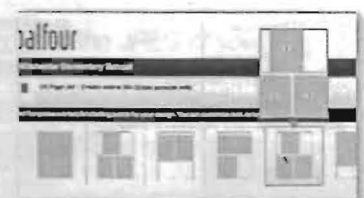
6. Before you begin creating your ad, you need to name it. Use your **Student's First and Last Name**.

7. Click Create New Ad.

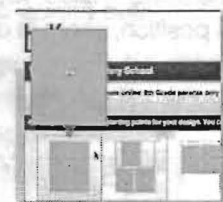
You can save your ad at any time and return to complete it in another session. See Finding Your Saved Ad for more information.

Designing Your Ad

8. Select an Ad Template from the list of templates. All ad sizes have multiple templates. Select the one with the number of image boxes and text boxes that best suits your needs.



Each ad size has a single-image template (shown below). Use this if you've created your ad in a graphics editing program like Photoshop®.



Continued on next page >>

Have Questions?
Call Balfour **1-800-944-5930**

Creating Your Yearbook Ad Online (Cont'd)

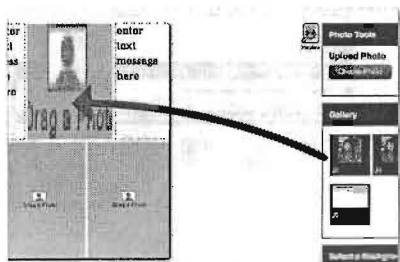
9. Next, add photos to your **Gallery** by clicking on the **Choose Photo** button.



A new window will open to upload images. Select your photos then click **Open**. The photos will now appear in your **Gallery**.

For best results, images should be at least 300 DPI at full size and less than 8 MB per image. Images in JPG/JPEG or PNG formats are suitable for use. Please note: Cell phone images (including iPhones) are typically too small to reproduce in print.

10. To insert an image into an image frame, simply **Drag & Drop** your photo from the **Gallery** into the desired frame. You can also replace an unwanted image the same way.



11. After placing an image, Click on the photo to bring up the **Editing Tools**. The buttons allow you to adjust a photo's position, zoom in or out, and add a border.



If an image becomes too small, you will see a **Yellow** warning that the image might look grainy when you print. If you see a **Red** warning, your picture will not be used because it does not meet the print specifications.

12. Once your images are the way you want them, you're ready to add text. Click on a text area and begin typing.

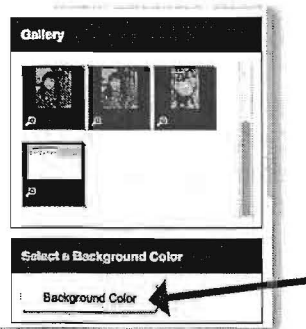


You can edit the style of the text by selecting from the predetermined fonts, size, color or alignment in the **Text Tools** box.

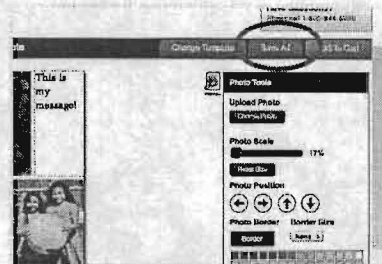


Text size and alignment are pre-formatted to fit in the selected template.

13. When all images and text areas are complete, you can change the background color of the ad. Simply click **Select a Background Color** and pick the color of your choice. Make sure that your text is still readable.



14. Once you are finished working, click **Save Ad**.

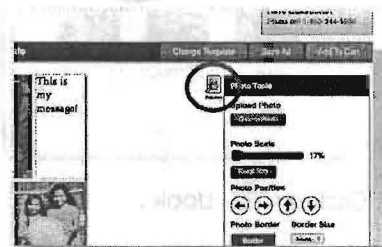


You can save your ad at any time and return to complete it in another session. See Finding Your Saved Ad for more details.

Finishing Up

After saving your ad, you can:

Preview - Click this button to view a larger proof of your ad in a JPEG format.



*To save the JPEG of your ad, right click and select **Save Image As**. It can now be sent to your computer's printer, saved or e-mailed. The final print version of your ad and images will be high-resolution.*

Add to Cart - Click this button to add your ad to your shopping cart. From the shopping cart page, you can choose to checkout, or continue shopping for other items such as a yearbook or yearbook accessories.

Thank you again for placing an ad in the yearbook. We appreciate your support!

Finding Your Saved Ad Online

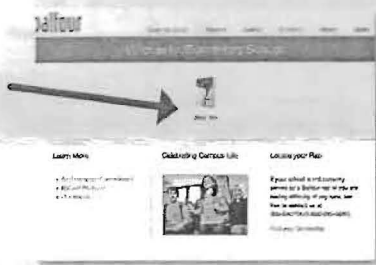
Thank you for your support of this year's yearbook! We have an EASY solution to buying and creating a yearbook ad online. You can save your ad at any time and return to complete it at your convenience.

Editing Your Ad in Multiple Sessions

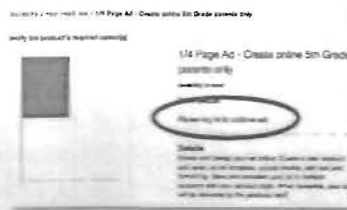
1. Go to Balfour.com & type in our school name.



2. Click on Yearbook.

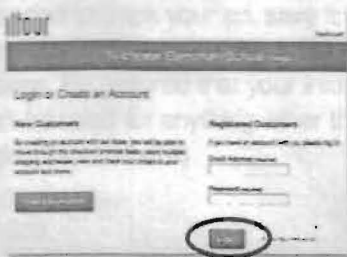


3. Click on the size ad you would like to purchase and click Add to Cart.

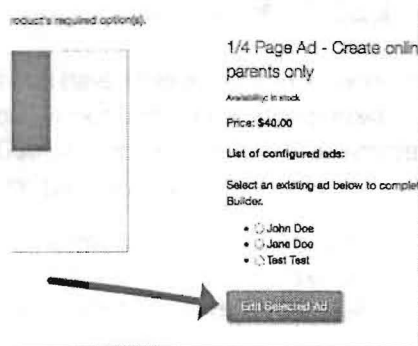


4. Click Please Log In to Build an Ad to proceed.

5. Under Registered Customers, enter your e-mail address and password and click Login.



6. Under the list of configured ads, select the button next to the name that the ad was previous saved under, and click Edit Selected Ad.



7. You will be brought to Balfour's AdBuilder, where you can continue to work on your ad. See **Creating Your Yearbook Ad Online** for instructions on how to edit your ad.

Designing Your Ad Completing Your Ad

After saving your ad, you can:

Preview - Click this button to view a larger proof of your ad in a JPEG format.

To save the JPEG of your ad, right click and select Save Image As. It can now be sent to your computer's printer, saved or e-mailed.

Add to Cart - Click this button to add your ad to your shopping cart. From the Shopping Cart page, you can choose to checkout, or continue shopping for other items such as a yearbook or yearbook accessories before checking out.

Thank you again for placing an ad in the yearbook. We appreciate your support!

PLEASE NOTE:

Once you have proceeded to Checkout, you CAN NOT go back to revise or preview your ad!

Have Questions?
Call Balfour 1-800-944-5930