



School Yearbook 2011-2012 (Personal Ads Only)
School Directory 2012-2013 (Merchant Ads Only)

Send this completed form to Bet Shraga Hebrew Academy of the Capital District attention: **Yearbook/Directory Committee**

HACD Family Name _____

Advertiser Name _____

Advertiser Address _____

Ad Phone Number _____ Solicitor's Phone _____

Ad Authorized By _____

Specify Ad Size by Checking one of the following:

- | | | | | | |
|---|-----------|-------|--|------------|-------|
| <input type="checkbox"/> Platinum Page | 6½ "x 8½" | 1,500 | <input type="checkbox"/> Quarter Page | 3" x 4¼ " | \$150 |
| <input type="checkbox"/> Gold Page | 6½ "x 8½" | 1,000 | <input type="checkbox"/> Eighth Page: | 3' x 2" | 75 |
| <input type="checkbox"/> Silver Page | 6½ "x 8½" | 750 | <input type="checkbox"/> Sixteenth Page: | 3¼" x 1¼" | 50 |
| <input type="checkbox"/> Full Page | 6½ "x 8½" | 500 | <input type="checkbox"/> Patron Listing | 2 Lines | 36 |
| <input type="checkbox"/> Three Quarter Page | 6" x 5¾" | 350 | <input type="checkbox"/> Contributor Listing | 1 Line | 18 |
| <input type="checkbox"/> Half Page | 6½"x 4¼" | 250 | <input type="checkbox"/> Children's Listing | Per family | 18 |

Check Enclosed (highly preferred!) Payable to HACD. Please put Yearbook on memo line.

Bill Me

Charge My Credit Card

Card Type – Visa Mastercard Discover AMEX Security Code _____

Card Number _____ Expiration Date ____/____/____

Card Holder Address _____ Phone _____

**** SUBMIT AD COPY IN AN 8 ½x 11 ENVELOPE WITHOUT FOLDING, GLUING, STAPLING OR USING CLIPS. WE CANNOT GUARANTEE THAT DAMAGED, STAINED OR CREASED COPY CAN BE CORRECTED. ACCEPTABLE FORMATS FOR ELECTRONIC SUBMISSION ARE .eps, .tif or .jpg. FILES ONLY.**

****NEW COLOR COPY IS NEEDED FOR ALL PERSONAL ADS****

AFTER THE DECEMBER 31, 2011 DEADLINE, ADS WITHOUT COPY WILL READ "COMPLIMENTS OF" WITH THE ADVERTISER'S NAME

Check the applicable item or items.

- Use last year's ad (**MERCHANT ADS ONLY**) on page _____ The Advertiser's name as printed in the ad is _____
- New copy submitted – **MERCHANT AD**
- New copy submitted – **PERSONAL AD (SUBMIT COLOR AD COPY)**
- Copy will follow. I understand that is **MY RESPONSIBILITY** to make sure that the copy is sent promptly and will be properly **identified with my name and the advertiser's name.**
- Anonymous – No ad
- I have put additional information on the back of the form – please take a look

The deadline for all Yearbook/Directory 2011-2012 forms – DECEMBER 31, 2011.

For Office use only:

Check # _____ Paid ____/____/____ Name on Check _____

Needs Billing

Date Billed ____/____/____