

# BE SEEN. BE HEARD. BUY A YEARBOOK AD.

## SUCCESSFUL LOCAL BUSINESSES SUPPORT LOCAL SCHOOLS.

You need to reach the most people you can with every one of your advertising dollars. I'd like to tell you about one of the best ways to reach customers and support your local community – by advertising in the Midlothian High School Trojan yearbook.

Advertising in the Trojan yearbook helps you reach students at Midlothian High School, their families, faculty and staff, and members of the community who buy the yearbook to share it, including local real estate offices, churches and medical and dental offices.

Having your company represented in the Trojan yearbook will help your business grow and demonstrate your support for the Midlothian High School Trojans and the local community.

With an energetic, creative staff, the Trojan yearbook staff will help you craft a yearbook ad that is just right for your business at a very reasonable cost.

THE DEADLINE TO PURCHASE AN  
AD IS JANUARY 25, 2020

### 2019/2020 YEARBOOK ADVERTISEMENT PRICES

FULL PAGE AD .....	\$250
HALF PAGE AD.....	\$140
1/4 PAGE AD.....	\$75
1/8 PAGE AD.....	\$40



WANT EXTRA COVERAGE? HAVE A MIDLOTHIAN STUDENT FEATURED IN YOUR ADVERTISEMENT. ASK YOUR SALES REPRESENTATIVE FOR DETAILS.

## MIDLOTHIAN HIGH SCHOOL YEARBOOK

401 Charter Colony Parkway  
Midlothian, Virginia 23114

Phone: 804-378-2440, EXT. 4172  
Fax: 804-378-2450

E-mail:  
timothy\_johnson@ccpsnet.net



# **PURCHASING A YEARBOOK AD HAS NEVER BEEN SIMPLER.**

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**CHOOSE ONE OF THE THREE EASY OPTIONS TO PURCHASE AND SUBMIT YOUR YEARBOOK AD:**

- 1. Go to [www.yearbookordercenter.com](http://www.yearbookordercenter.com) to purchase, design, and submit your yearbook ad.**
- 2. Purchase your ad from a sales representative and submit your ad as a picture through [www.hjeshare.com](http://www.hjeshare.com), or submit your ad via e-mail to [timothy\\_johnson@ccspnet.net](mailto:timothy_johnson@ccspnet.net).**
- 3. Purchase your ad from a sales representative and have the yearbook staff create a one of kind ad for you.**

## **PAYMENT OPTIONS**

- 1. By check (made payable to Midlothian High School)**
- 2. Online through [www.yearbookordercenter.com](http://www.yearbookordercenter.com)**
- 3. Cash (please contact the Yearbook adviser to collect cash payments).**

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**Thank you for considering purchasing an advertisement in the 2020 Midlothian High School *Trojan* yearbook. If you have questions, please contact our adviser, Mr. Tim Johnson via e-mail at [timothy\\_johnson@ccpsnet.net](mailto:timothy_johnson@ccpsnet.net)**

# Midlothian High School Yearbook Ad Sales Dimensions

## SHOWCASE YOUR BUSINESS IN THE RIGHT WAY

The Midlothian High School Yearbook staff will work tirelessly to ensure that your advertising needs are met. All advertisements in the yearbook will be printed in full color, and we offer a variety of sizes to best meet your marketing needs.

**Full Page Ad (8.5 X 10) - Showcase all your business has to offer!**



## Half Page Ad (8.5 X 5)

A great way to highlight what your business offers to the Midlothian community.



**Quarter Page Ad (4.25 x 5) - A quick and simple way to get your business noticed.**



**1/8th Page Ad (2.5 x 4.25) - The ideal size for business card ads.**



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Please note that images are not to scale.

**FULL PAGE AD (8.5 X 10)**

**1/4 PAGE AD (4.25 X 5)**

**1/16 PAGE AD  
(2.5 X 2.2)**

**MIDLOTHIAN  
HIGH SCHOOL  
YEARBOOK  
AD SIZE  
SPECIFICATIONS  
SHEET**

**1/8 PAGE AD (2.5 X 4.25)**

**HALF PAGE AD (8.5 X 5)**

DUE TO STANDARD PRINTER REQUIRMENTS ACTUAL AD SIZES MAY VARY SLIGHTLY