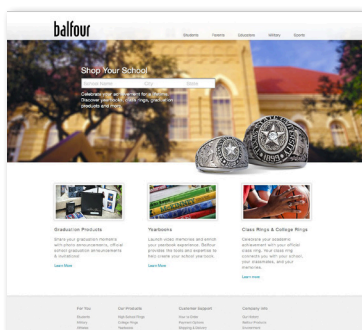


Creating Your Yearbook Ad Online

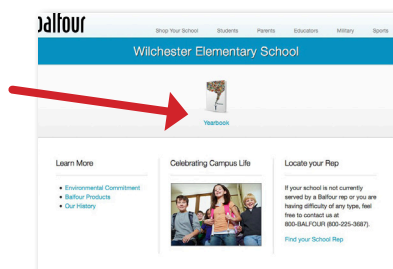
Thank you for your support of this year's yearbook! We are pleased to announce that we have an EASY solution to buying and creating a yearbook ad online at **Balfour.com**.

Starting Your Ad

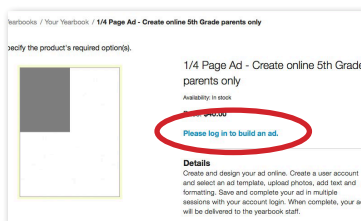
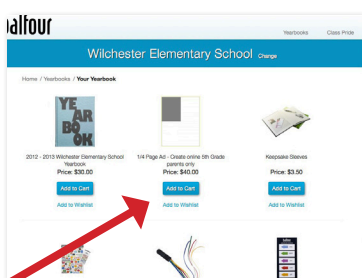
1. Go to **Balfour.com** & type in our school name.



2. Click on **Yearbook**.

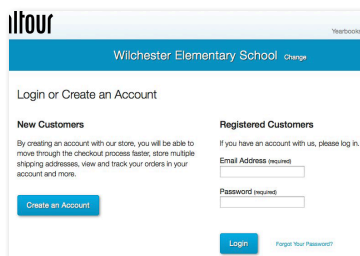


3. Click on the size ad you would like to purchase and click **Add to Cart**.



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**.

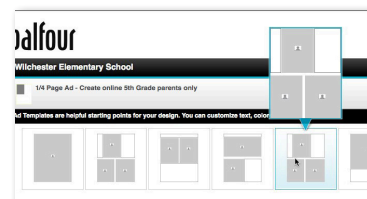
6. Before you begin creating your ad, you need to name it. Use your **Student's First and Last Name**.

7. Click **Create New Ad**.

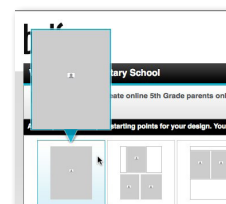
*You can save your ad at any time and return to complete it in another session. See **Finding Your Saved Ad** for more information.*

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)

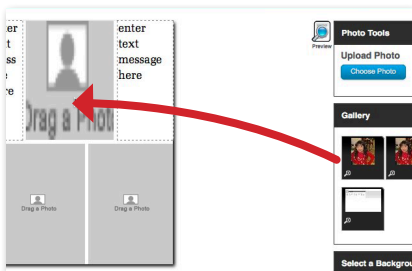
9. Next, add photos to your **Gallery** by clicking on the **Choose Photo** button.



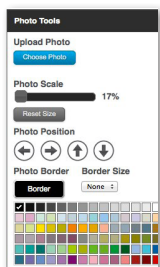
A new window will open to upload images. Select your photos then click **Open**. The photos will now appear in your **Gallery**.

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.

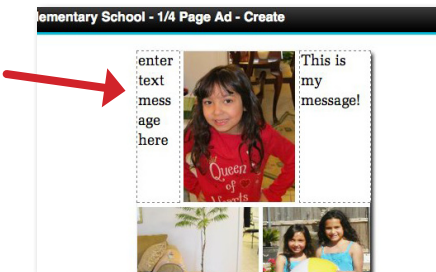


11. After placing an image, **Click** on the photo to bring up the **Editing Tools**. The buttons allow you to adjust a photo's position, zoom in or out, and add a border.

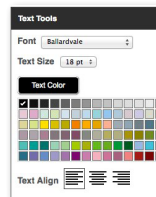


If an image becomes too small, you will see a **Yellow** warning that the image might look grainy when you print. If you see a **Red** warning, your picture will not be used because it does not meet the print specifications.

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

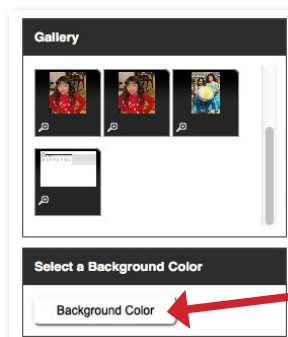


You can edit the style of the text by selecting from the predetermined fonts, size, color or alignment in the **Text Tools** box.

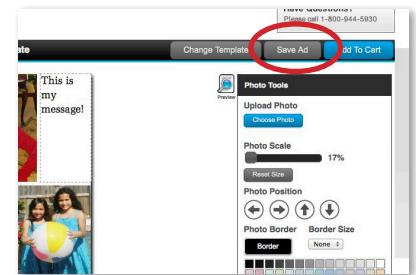


Text size and alignment are pre-formatted to fit in the selected template.

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**.

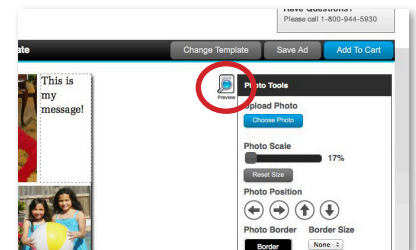


*You can save your ad at any time and return to complete it in another session. See **Finding Your Saved Ad** for more details.*

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.

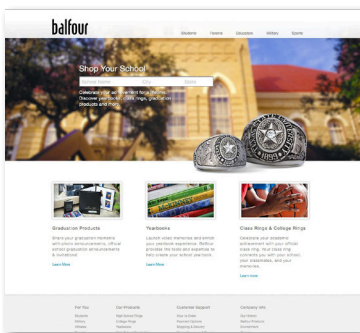
Thank you again for placing an ad in the yearbook. We appreciate your support!

Finding Your Saved Ad Online

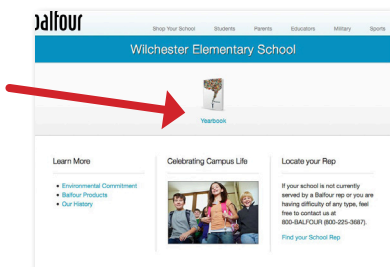
Thank you for your support of this year's yearbook! We have an EASY solution to buying and creating a yearbook ad online. You can save your ad at any time and return to complete it at your convenience.

Editing Your Ad in Multiple Sessions

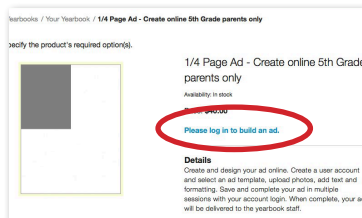
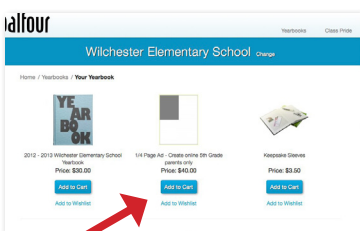
1. Go to **Balfour.com** & type in our school name.



2. Click on **Yearbook**.

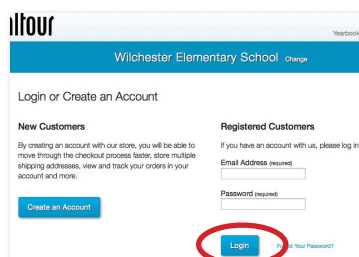


3. Click on the size ad you would like to purchase and click **Add to Cart**.

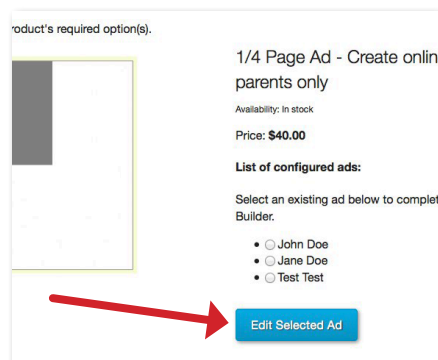


4. Click **Please Log In to Build an Ad** to proceed.

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.

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!

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