

2014-2015  
PEMBROKE PINES CHARTER HIGH SCHOOL  
Prowler Yearbook  
17189 Sheridan Street  
Pembroke Pines, FL 33331  
(954) 538-3700  
FAX (954) 538-3715

## Advertising Contract 2014 – 2015

### **Final Deadline Date: December 4, 2014**

**By this date you must have submitted all pictures and text to  
be used in the ad.**

**IF NOT, SENIOR PORTRAIT WILL BE USED AS AD**

Company/Student Name: \_\_\_\_\_

Company Representative/Parent: \_\_\_\_\_  
(PLEASE PRINT)

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

### **Price per Issue**

Size: _____ Business Card -----	\$65.00
_____ 1/4 Page -----	\$100.00
_____ 1/2 Page -----	\$175.00
_____ Full Page -----	\$250.00
_____ Spread (2 pages) -----	\$500.00

### **Payment is due at time of purchase.**

Company Representative's Signature \_\_\_\_\_  
By signing the above you are also agreeing to PPCHS's Yearbook Advertising Terms and Conditions

**Yearbook** Staff member's name: \_\_\_\_\_  
**See reverse side for Advertising Terms and Conditions.**

## ADVERTISING TERMS AND CONDITIONS

1. All payments are to be made in cash, or by checks made out to "PPCHS / YEARBOOK".
2. All payments are to be made at the time of contract endorsement. No credit will be issued.
3. All contracts and copy are subject to approval by YEARBOOK. YEARBOOK reserves the right to refuse or cancel, for any reason and without notice, any advertisement, or series of advertisements.
4. If dedication or ad comes out darker than desired, and it is a result of the make-up of the ad, the Prowler staff will not be held responsible.
5. The Advertiser agrees that, by placing an advertisement in this publication, the Advertiser licenses to the Yearbook, on a non-exclusive basis, all copyrights and other ownership rights in the advertisement including the right to publish, reproduce, display, adapt, transmit, or produce derivative works in any medium, including any digital electronic medium. The Advertiser will indemnify the Yearbook against any damage, loss, cost or expense, including attorney's fees and costs, which the Yearbook may incur as a direct or indirect consequence of the Advertiser's Advertisement including but not limited to claims arising out of any illegal or any libelous matter printed for the Advertiser or any infringement of copyright, patents or designs.
6. The Advertiser represents and warrants to the Yearbook that all information provided by the Advertiser to the Yearbook for the purpose of preparing or publishing any advertisement is true and accurate, and Advertiser will indemnify and hold the Yearbook harmless for any inaccuracies therein.
7. Every effort will be made by the Yearbook to carry out this contract, but its due performance is subject to cancellation by the administration if necessary. In the event that an issue or issues are not published, the Advertiser's maximum liability for any damages shall be limited to an amount equal to the sums paid to the Yearbook for such advertising.
8. This contract is non-cancelable by the Advertiser and shall not in any way be dependent upon receipt of copy or materials by the Yearbook. If advertising materials are received by the due date, the Yearbook will provide a proof if so required by the contract. If the proof is not returned to the Yearbook by the Advertiser by the publishing deadline, the advertisement will run as it appears on the proof.
9. The Yearbook is not responsible for the Advertiser's property, copy, artwork, etc. while in the Yearbook's possession. Advertiser should insure this material against fire or other damage while in the Yearbook's or Yearbook agent's possession or while in transit.
10. The Yearbook will return Advertiser-furnished copy or artwork upon written request.
11. Advertisements may not encourage the breaking of laws, regulations or ordinances, including sale or purchase of alcohol or tobacco to minors, sale of drugs or term papers or participation in other illegal or inappropriate behavior.
12. Position requests will be granted wherever possible at the discretion of the Yearbook. No warranty is made by the Yearbook that such requests will be granted.
13. Florida Law shall govern the enforcement and interpretation of this contract, without regard to any conflict of law principles.
14. By signing this document, the Advertiser accepts the terms and conditions listed above.

\_\_\_\_\_  
ADVERTISER

\_\_\_\_\_  
DATE

### Ad Instructions for Layout

(If not submitting a completed ad or business card)

1. Student or Business Name (as will appear on ad): \_\_\_\_\_
  2. Ad Size: \_\_\_\_\_
  3. Top three preferred colors: \_\_\_\_\_
  4. Label the photos numerically indicating which photos are most important. (1 indicates the most important)
  5. Please submit a reasonable amount of photos based on your ad size.
  6. At the right, a space is provided to illustrate an idea of the desired design
- \*Note that half and 2-page ads will have a landscape/horizontal orientation

- **Original photos are to be submitted electronically to avoid any loss of sharpness, unless given prior permission to be given for scanning.**
- Submit text and/or photos for ad to [gcerrato1120@pinescharter.net](mailto:gcerrato1120@pinescharter.net) (preferred) or in person.
- **Once the ad is submitted, ad parameters such as ad size and content cannot be changed.** The Prowler staff is **not responsible** for any requested updates that fail to appear in the book.

