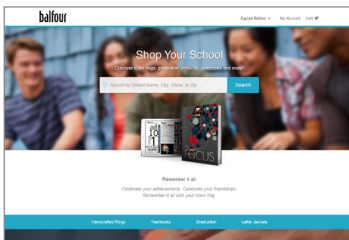# Creating Your
Yearbook Ad
Online

balfour®
balfour.com

What better way to honor your student than with an ad in the yearbook? Creating your ad is easy, and can be done from anywhere with our online ad builder. Here's how to create the perfect message for your son or daughter.
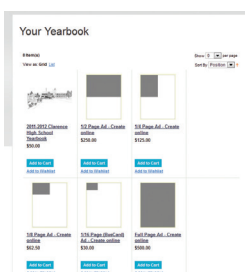
Starting Your Ad
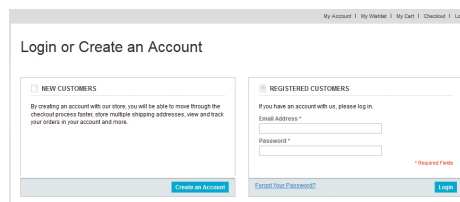
1. Go to **www.balfour.com**

2. Enter our school name.

3. On our school's page, click the **Yearbook** (or **Ad** icon, if present).

4. In the **Shop Categories** list, click **Yearbook Ads**.

5. Select the size of ad you would like to purchase.

6. **Create an account.** Your account allows you to track orders, save your ad so you can complete it in a future session, and check out faster. Be assured that your info won't be used for anything other than logging into this site.
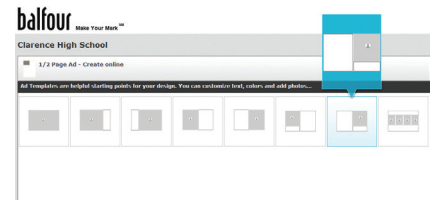

If you already have an account on balfour.com, you can use it to log in.

7. Enter your student's name and click **Create New Ad**.

Designing Your Ad

You can save your ad at any time and return to complete it in another session.

8. Select an ad design. All ad sizes have multiple designs - select the one with the number of image boxes and caption boxes that best suits your needs.
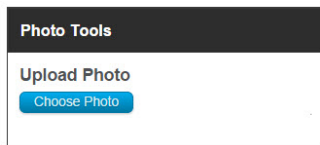

Note: Each ad size has a single-image design. Use this design if you've created your ad in a graphics editing program like Adobe Photoshop™.
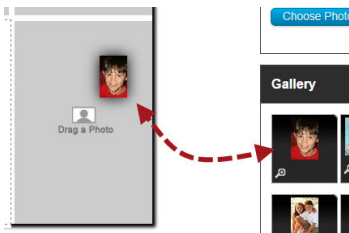
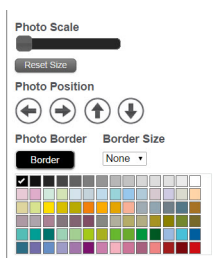9. Next, add pictures to your gallery by clicking **Upload Photos**.

A file list will open - select the image(s) to upload. (You can upload multiple pictures by holding the **Ctrl or Shift** keys.) Click the **Open** button to proceed with the upload.

For best results, images should be medium to high quality (300ppi), and not larger than 8MB per image. JPG, JPEG or PNG formats are suitable for use. (Note: Images from some cell phones can be too small to reproduce in print.)

10. To insert an image into an image frame, simply drag it from the gallery onto the frame.
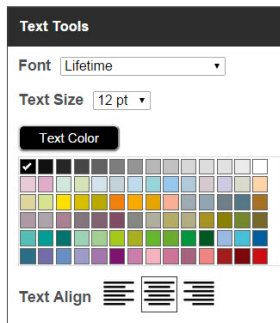
11. After placing an image, **Click** on the photo to display the **Photo Tools**. The buttons allow you to scale, reposition or add a border to a photo.
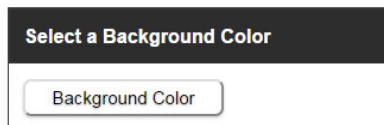
12. Once your images are the way you want them, you're ready to add text. Click on a text area and begin typing.

You can edit the style of the text by adjusting the font, size, color, or alignment.
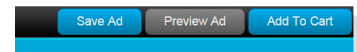
13. When all images and text areas are complete, you can also change the ad's background color.

Finishing Up

After saving your ad, click **Preview Ad.**

A preview/proof of your ad will be displayed.

To save a copy of your ad to your computer, right-click on the preview and click **Save Image As..** *This will save a JPG preview to your computer (the final version in the yearbook will be high-resolution).*

When your ad is complete, click **Add to Cart** to add it to your shopping cart. From the Shopping Cart page, you can checkout, or continue shopping.

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

Our school reserves the right to edit ads based on school policy & yearbook guidelines.