

# Make your personal ads...

# TRULY PERSONAL

**Credits:**

A—2006 Excelsus

E—2006 Mnemosyne

F—2006 Plan A

University HS

Northview HS

Bay HS

San Diego, Calif.

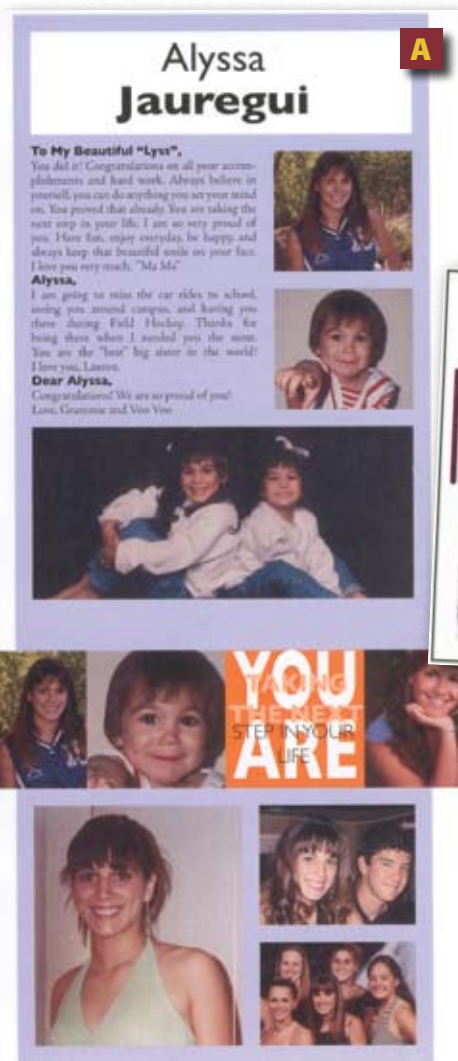
Duluth, Georgia

Bay Village, Ohio

Personal ads are one of the best trends in yearbooks today. They not only provide income through their sale, but they give you a chance for more coverage of every senior/student that is in one.

But we want to issue a challenge as you start designing your ad pages this year. Do just that—design them. So many schools just cut the pages up into blocks, stick the artwork inside the blocks and that's it.

We want you to think about actually having design in mind like the three schools we have put on this page. They had an overall theme to their ad section with some great improvements that made their ads much more reader friendly.



- A** This ad section featured half page vertical ads like this one. All ads had the same purple background. Note how the graphic collage breaks the boundary of the ad border with the "You Are" graphic which related directly to the theme of the yearbook.
- B** All of the advertisements in this book feature the student's name both printed as well as their signature. All were well designed with superb looking use of graphic elements.
- C** This black and white ad section was notable for a number of reasons. First, check out the fact that the person's name is repeated across the bottom of their ad. So many times I open a yearbook and have no idea who the ad is for unless I know the pictured student personally. And in ten years, not a lot of people will remember who that person was either. Names (in printed format) should be an essential part of your ad design. Other cool design aspects to note are the three row design as well as the simplicity of the ad design itself.