



2022-2023 DEBUTANTE SOUVENIR JOURNAL ADS GUIDELINES

Shelby County (TN) Alumnae Chapter
Delta Sigma Theta Sorority, Inc.

POP Souvenir Journal Ads Lead

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I. GENERAL REQUIREMENTS

This document outlines general ad guidelines to ensure ads and payments are accurately submitted to the Shelby County (TN) Alumnae Chapter of Delta Sigma Theta Sorority, Inc., in a timely manner for the Pearls of Perfections Debutante Program.

1. Ad submissions and payments will begin **Saturday, November 5, 2022, and end Saturday, January 28, 2023.**

2. All ads **MUST** be in FINAL FORMAT and submitted online through:
<https://www.cognitofirms.com/ShelbyCountyTNAlumnaeChapter/PearlsOfPerfectionSCTACSouvenirJournalAdSubmissionForm>

3.
 - a. Full, completed design
 - b. Exact message
 - c. Appropriate size and format (**JPG or PNG only**)
 - d. Accurate spelling
 - e. High quality pictures
 - f. *Note: please remember to retain a copy of each form submitted for your records*

4. All ad submissions **MUST** be accompanied by the required funding. If paying online, additional fees will apply:
 - a. \$250.00 for Full Page ad
 - b. \$125.00 for Half Page ad
 - c. \$25.00 for Pearl Sponsor ad

5. Ad payments can be made through the **following methods:**

- a. **Online (PayPal) :**

<https://www.cognitofirms.com/ShelbyCountyTNAlumnaeChapter/PearlsOfPerfectionSCTACSouvenirJournalAdSubmissionForm>

- b. Mail check to *Shelby County (TN) Alumnae Chapter, Delta Sigma Theta Sorority, Inc., P.O. Box 383396, Germantown, TN 38183.* Make payable to **Delta Sigma Theta Sorority, Inc.**

Ads submitted and/or paid for after **January 28, 2023**

WILL NOT appear in the Souvenir Journal.

II. AD TYPES & SIZES

It is important that all submitted ads fit the required formats for proper entry into the Souvenir Journal. Although there are 3 ad types available, only 2 have sizing requirements: full page and half page.

Full Page

- 8.5” x 11” finished size
- 8.75” x 11.25” with bleed
- JPG or PNG format

Half Page:

- 8.5” X 5.5” finished size
- 8.75” x 5.75” with bleed
- JPG or PNG format

Pearl Sponsor ad

There are no sizing requirements for Pearl Sponsor Ads. Pearl Sponsor Ads are simply a list of sponsor names that will be listed in the Souvenir Journal.

Bleed vs. No Bleed



Bleed

Bleed refers to a background color, graphic, or image that extends to the edge of the finished paper size and beyond. It's difficult for printing equipment to apply ink up to the cut edge of a sheet of paper. Therefore, an extra .125" (3mm) margin is typically added on each side of the design, enabling the background color, graphic, or image to extend past (i.e., "bleed off") the paper's final trim edge. This extra bleed area will be cut off the printed sheet. For example, a letterhead sheet that incorporates bleed in its design will be 8.75" x 11.25" before being trimmed to a finished size of 8.5" x 11".

Safety Zone: To avoid being trimmed off, text and other important content must stay within a "safety zone" that is a minimum of .125" (3mm) away from the trim edge. Any design elements that extend beyond the safety zone risk being cut off in the process of trimming the paper to its finished size.

No Bleed

No bleed keeps all the printed elements a minimum of .125 inches (3mm) away from the edge of the paper on all four sides. Nothing is printed to the finished edge of the paper.

FULL PAGE AD SIZE & EXAMPLE



RED LINE IS THE CUT LINE

THIS IS WHERE THE FINISHED
PRODUCT WILL BE CUT

BLUE LINE IS THE SAFETY LINE

ANYTHING THAT IS NOT GETTING CUT
MUST BE INSIDE THIS BLUE LINE

INSIDE MARGINS ARE 8x10.5

FINISHED SIZE- 8.5x11

WITH BLEED- 8.75x11.25

Congratulations

To Debutante

Caryn Elisabeth Jones

You Can Be Whatever You Want To Be!
There is inside you all of the potential
To be whatever you want to be;
All of the energy
To do whatever you want to do.
Imagine yourself as you would like to
be, Doing what you want to do,
And each day, take one step
Towards your dream.
And though at times it may seem too
difficult to continue,
Hold on to your dream.
One morning you will awake to find
That you are the person you dreamed of,
Doing what you wanted to do,
Simply because you had the courage
To believe in your potential
And to hold on to your dream.
-Donna Levine

With All My Love,
Granny



HALF PAGE AD SIZE & EXAMPLE

RED LINE IS THE CUT LINE

THIS IS WHERE THE FINISHED
PRODUCT WILL BE CUT

BLUE LINE IS THE SAFETY LINE

ANYTHING THAT IS NOT GETTING CUT
MUST BE INSIDE THIS BLUE LINE
INSIDE MARGINS ARE 8X5

**FINISHED SIZE - 8.5x5.5
WITH BLEED - 8.75x5.75**

CONGRATULATIONS

Jessica Marie Harris



God bless you and may your future be filled with
joy, happiness, and success.

Love Auntie Jones

PEARL SPONSOR AD EXAMPLE

Remember, there is no sizing requirement for Pearl Sponsor Ads.

PEARL SPONSORS

Kimberly LeAnna Thomas

Aasiyah Conner
Chandler Benson
Daniele Russell
Dion Parks
Elsie-May Palacios
Grady O'Neill

Grayson Peacock
Harvie Krueger
Hayden Pritchard
Jaheim Ball
Juanita Stark
Jun Ferry
Kevin Howard
Laith Cope
Lillie-Mai Easton
Linzi Armitage
Olivia-Grace Atkins
Rayyan Hayes
Samiyah Rawlings
Sanjay Mcleod
Sufyan Morris
Sukhmani Mansell
Terrence Becker
Tyla Sharp

Tyrone Ali
Usmaan Yu
Warren Corrigan
Woodrow Booker
Zayna Landry
Zion Choi

SOUVENIR AD INFORMATION INSTRUCTIONS

Please contact Aundrea Landrum at aundrea.landrum@gmail.com for further information.

CAMERA/PRINT READY ADS

All ads will be printed in Color. To ensure excellent quality printing, participants are requested to submit camera-ready ads. Ads must be original, **clear**, black or color print, not fuzzy. We are requesting ads be submitted in JPG or PNG digital quality form to ensure the highest quality reproduction.

AD PRICES:

Full page: \$250.00 (8.5” wide x 11” height)	Half page: \$125.00 (8.5” wide x 5.5” height)	Pearl Sponsor: \$25.00 (No sizing requirements)
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DESIGN NOTES:

1. The Souvenir Program Book will be printed in **portrait** format. Ads may contain any graphics as well as photos as described above.
2. The page design will be consistent throughout the book.
3. Your graphics will make your page unique.
4. Please do not over design. Simple is more pleasing to the eye and easier to read.
5. It is your responsibility to ensure all submitted ads are in the final and correct format.

TIMELINE FOR RECEIPT OF ADS

**All ads and payments must be received no later than
Saturday, January 28, 2023.**

Any ads or payments received after this deadline **WILL NOT appear in
the Souvenir Journal.**