

CELEBRATIONS EDITOR  
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Proofs will be faxed or e-mailed the *Wednesday, four days prior* to your Sunday publication date.

Name \_\_\_\_\_  
Phone# \_\_\_\_\_  
Fax# \_\_\_\_\_  
\*E-mail \_\_\_\_\_  
\*Required for free online services, including an online photo album, guest book and links to celebration resources.  
All announcements are available to view online for 1 year.

No, I would not like to proofread my announcement.

**REQUIRED INFORMATION**

PLEASE CIRCLE SIZE TO BE PUBLISHED

SIZE:      A. \$120      B. \$180      C. \$325

PAYMENT MUST BE MADE BY DEADLINE (**circle one**): Check/Money Order      Credit Card  
To pay by credit, please call 336-727-7422. We accept all major credit cards.

**Each paid announcement includes five copies of the *Journal*. You may buy additional copies (see price guide below). The copies will be delivered within one week after publication.**

No, I do not want my five (5) copies of the *Journal*.

DELIVER MY FIVE PAPERS TO:

Name \_\_\_\_\_ Phone # \_\_\_\_\_  
Address \_\_\_\_\_ ZIP \_\_\_\_\_

**Additional copies of newspaper**      Number of copies \_\_\_\_\_  
\$2.00 per copy for mail delivery; \$1.00 per copy within *Journal* circulation area.      **Price \$** \_\_\_\_\_

**Price of your announcement \$** \_\_\_\_\_

\*Prices effective April 1, 2009

**TOTAL AMOUNT ENCLOSED \$** \_\_\_\_\_

# Congratulations announcement form

Information submitted by \_\_\_\_\_

Relationship to individual(s) \_\_\_\_\_ Daytime phone number \_\_\_\_\_  
*The deadline for submitting form is nine days before publication (Friday at noon, nine days before the desired Sunday date). We publish announcement AFTER the celebration, except for Sunday events, which are published the same day (or you may choose a later date). Publication date desired* \_\_\_\_\_

Name of Individual or group being recognized \_\_\_\_\_

City, state of residence \_\_\_\_\_

Special event \_\_\_\_\_

Date and time of occasion \_\_\_\_\_

Awards or certificates received \_\_\_\_\_

Location of celebration (name of church, recreation center, home, etc.) \_\_\_\_\_

City, state \_\_\_\_\_

Special guest(s) in attendance (space permitting) \_\_\_\_\_

Details of occasion (space permitting) \_\_\_\_\_

**ANNOUNCEMENT A (NO PHOTO)      and      ANNOUNCEMENT B (WITH PHOTO) ENDS HERE**

List other achievements (space permitting) \_\_\_\_\_

Goals, milestones, etc. \_\_\_\_\_

**ANNOUNCEMENT C (GROUP PHOTO)**

# Congratulations Announcement Price Guide

**size A**  
**\$120**

**1 column wide  
by 2 inches deep  
No photo**



**size B \$180**  
**1 column wide  
by 5 inches deep**

## Jennifer Bess

Congratulations to Jennifer Bess of Clemmons, daughter of Keith and Diana Bess, on her graduation from Mount Tabor High School in Winston-Salem. Kelly Bess, a 10th grader at Mount Tabor, is Jennifer's sister.

Jennifer was the vice-president of the Key Club, a member of the National Honor Society and is an avid Mount Tabor football fan.

She plans to major in English this fall at the University of North Carolina at Greensboro. Her career goals could possibly include teaching, but she has not made any definite plans at this time.

Congratulations, Jennifer!



**size C \$325**

**2 columns wide by 6¾ inches deep  
For group photos or family portrait  
Photo size will vary**

## The Franklin Family

Congratulations to James and Kristy Conrad Franklin of Winston-Salem, on the purchase of their new home in Davidson County. The family moved in May 2. Pictured with her on her lap are Bailey Renée Franklin, 2 and Nia Imani Franklin, 4. James took this picture, therefore he is not shown.

The family's favorite rooms are the playroom and den. Mrs. Franklin designed a mural, in bright colors, in the girl's playroom with zoo animals and plants on the walls, matching the window treatments. The den carries the same theme with African animals printed on throw pillows.

The decision to move to

Davidson County was not an easy one, being that James and Kristy grew up in Forsyth County and attended Winston-Salem/Forsyth County Schools. But with the help of Gwen Little of Hubbard Realty, they felt this home was the best choice for their family.

James graduated from Wake Forest University and is self-employed. Kristy graduated from North Carolina State University and is a special sections editor for the *Winston-Salem Journal*. The family are members of Mount Zion Baptist Church in Winston-Salem.

The Franklin family enjoys taking long walks in their new development and meeting the neighbors.

## Publication Guidelines

♥ **DEADLINE:** Noon, two Fridays (9 days) before desired Sunday publication date (announcements run only on Sundays). We are not responsible for misdirected or delayed forms or lost or damaged photos.

♥ **WRITING GUIDELINES:** The *Winston-Salem Journal* will use the information provided on the form to write your announcement following guidelines developed from our own style and the *Associated Press Stylebook*.

♥ **PHOTO REQUIREMENTS:**

\* A 5 x 7 black and white, professional

glossy print works best for reproduction. For digital photos, a 5 x 7 image at 200 dpi (minimum) is required.

\* The photo's vertical dimension must be longest.

\* Please put your name on the back of the photo.

\* To have your photo mailed back to you, please enclose a self-addressed, stamped envelope with your form and payment.

The *Winston-Salem Journal* reserves the right to refuse for publication photos that are deemed poor quality. Photos may be picked up at the front

counter on Marshall Street within 30 days after publication.

♥ If you have questions, call the Celebrations Editor at 336-727-7422. Mail the completed form to the *Winston-Salem Journal*, Attn. Celebrations Editor, or return it to the *Journal* lobby between 8:30 a.m. and 5 p.m. Monday–Friday. The form must be signed by one of the principals.

# Guide to sending Celebrations photos

As stated on our forms, a 5-by-7-inch, black and white, vertically oriented, professionally-taken glossy print works best for reproduction. However, this is a recommendation, NOT a requirement; if the photograph you want to use isn't already in that format, please DO NOT modify it to fit those specifications. When choosing your photograph, keep the following guidelines in mind:

- Sharp, clear, high-contrast, well-focused photographs reproduce best on newsprint. Soft-focus photographs do not reproduce as well.
- Professional-quality photographs usually reproduce better than snapshots.
- Photos will be cropped to fit the proper template size for the desired announcement. Photo sizes in 2- and 3-column wedding announcements will vary depending on the proportions of the photograph and the amount of text in the announcement.
- **Photos may be mailed, hand-delivered to our front counter at 418 N. Marshall St. in downtown Winston-Salem, or e-mailed to celebrations@wsjournal.com.** They cannot be faxed; faxed photographs are never suitable for print. Your photographer may e-mail your photograph directly to us; many local photographers prefer to do so.
- **NEVER make reprints at a store kiosk, or with an inkjet or laser printer.** These reproductions cause a reduction in print quality that CANNOT be restored.
- If you are planning on scanning a photo and sending it to us, be aware that its print quality will be much better if you provide the original photo for our staff to scan here. Their scanners are calibrated to specific settings that will help your photo look best when printed.

## Can I use a digital photograph?

Digital photographs are usually acceptable for use. All digital photos should have a resolution of at least 200 dpi at the size they are to be printed in the newspaper; most digital cameras sold today capture photos at an acceptable resolution. **NEVER PRINT A DIGITAL PHOTOGRAPH! Simply e-mail the original digital file as an attachment to celebrations@wsjournal.com. WE CANNOT ACCEPT ANY PRINTOUTS OF DIGITAL PHOTOGRAPHS.**

DO NOT crop the file, convert it to black-and-white, or change any of the settings such as brightness or contrast. These changes may look great on a computer screen, but the process of printing black ink on newsprint causes your photo to look very different from what you may see on your screen. We have experienced photo editors on staff who are aware of these printing issues, and they will take care of all the adjustments to be sure your photo looks its best in print. **If you have any questions about whether we can use your digital photo, simply e-mail it as an attachment to celebrations@wsjournal.com, and we will check it for you.**

## Can I use a color photo?

Yes. Please do not convert your color photos to grayscale.

## Can I have my photo back?

Absolutely. Photos may be picked up at the front counter at our office (418 N. Marshall St. in downtown Winston-Salem) the Monday *after* the photo is published. Photos will be kept for 30 days after publication. You may provide a self-addressed stamped envelope if you would like the photo to be mailed back to you. We are careful to take good care of your photos, but the Journal cannot be held responsible for lost or damaged photos.

## What if I don't have a 5-by-7 inch print of the photo?

We can use most photos that have dimensions between wallet size (2-by-3-inch) and letter size (8.5-by-11-inch). Please provide the photo you would like to use at its original size.

## What if the photo I want to use isn't vertically oriented (portrait style)?

Most of our announcements use portrait-style photographs (where the photo's vertical dimension is longer than the horizontal dimension) instead of landscape-style photographs (where the photo's horizontal dimension is longer than the vertical dimension). Depending on the photo, we may be able to use a "landscape" photograph if the person or people who are to be shown in the photograph can be cropped into the template. Some examples:



ORIGINAL



CROPPED

We CANNOT use a photo like this one because the couple are sitting too far apart to be able to fit in the proper frame for a one-column announcement.



ORIGINAL



CROPPED

A photo like this one would be acceptable because the couple are standing close enough together and there is enough space above their heads to be able to fit the couple into the frame.



ORIGINAL



CROPPED

A photo like this one works best. The couple are standing very close together, allowing us to get a better shot of their faces in the announcement.