

SENIOR ADS

2012

DEADLINE: Friday, Nov.30

Preserve the memories you have with your senior! Reserve space in the 2013 yearbook JUST FOR YOUR STUDENT. Quotes, fun photos and messages can all be included to make your ad special.

Rates and sizes:

Full page	\$225	(7-10 photos,	150 words max.)
1/2 page	\$125	(3-7 photos,	100 words max.)
1/4 page	\$85	(3-4 photos,	50-65 words max)
1/8 page	\$60	(1-2 photos,	35 words max)

To purchase ad:

- 1. Complete the order form included with this flyer and send it, along with payment, photos and your message, to PHS. The form and related material are the only way to guarantee a space in the yearbook. Please do not e-mail or call in your requests.
- 2. Compile your photos and write your message(s). Ads will not be processed until all materials and payments are received.
- 3. Yearbook staff members take great pride in personally designing each ad and are trained to display your photos and message as professionally as possible. If you have a special request for the designers, please be specific in your instructions so that staff members may follow your wishes
- 4. Unless otherwise requested, photos will be returned inside of your student's copy of the 2013 PANTHER in August. If you wish to have your photos returned earlier, please include a self-addressed stamped envelope large enough for your photos, or you may come pick them up.
- 5. The deadline is **FRIDAY, Nov. 30** Please mark the envelope "attention yearbook staff." You may also drop off the same materials with the main office receptionists.

Helpful hints:

All yearbook ads will be in **black and white**. If you wish to keep this a secret, rest assured that the contracts and contents of the ad are handled with confidentiality by a few select staff members and the adviser.

Guidelines

- The yearbook staff will not be held liable for damaged or lost photos. Please do not send one-of-a-kind photos. If you must do so, we suggest you give us a high quality color copy (like from Wal-Mart...home laser printers aren't high enough quality) or a scanned JPEG (see specifications below).
- Please type or print text so we can read it. Keep messages short so the type will not be so small that it is hard to read.
- Only school appropriate messages will be printed if you use a quotation from a song or book or poem, please give the name of the author for copy right reasons.
- **Never cut photos.** We will size and crop them. You may, however make a note if you would like certain portions of the photo cropped out of the photo
- Please clearly mark your students name and phone number on the back of the photo
- If you send digital photos, they should be sent to us on CD?DVD as a JPEG or PDF at 300 DPI
- If your student had senior photos taken with a professional photographer, it is possible for that photographer to email the digital files of photos you select. Contact the photographer directly.

The deadline to receive an ad is December 5th, by 3:30p.m. All ads received after that date will be accepted based on availability and subject to a **10 percent late fee.** Fill out a contract for each ad purchased. Make copies of the form as needed.

If you have any questions, please contact yearbook adviser BriAnne Chayer at brianne_chayer@usd368.org or at (913) 294-8010.

Senior Ad Contract

Senior's Name: _____

Parent's Name: _____

Home Address: _____

City: _____ State: _____ Zip Code: _____

Day Phone: _____ Night Phone: _____

Email: _____

Ad Size:

_____ Full	\$225	(7-10 photos, 150 words max.)
_____ 1/2	\$125	(3-7 photos, 100 words max.)
_____ 1/4	\$85	(3-4 photos, 50-65 words max)
_____ 1/8	\$60	(1-2 photos, 35 words max)

Have you included..

___ your message?

___ Your payment?

___ self-addressed stamped envelope (if you want photos returned before august 2012)

___ ALL photos included for the ad?

___ I will be sending ___ photos at a later date (no photos accepted after Friday, Jan. 20

Checks payable to Paola High School Journalism (cash also accepted)

(for bookkeeping purposes, please be sure there is a current phone number on the check.)

Mail to:

Paola High School

c/o BriAnne Chayer

401 N. Angela St.

Paola, KS 66071

Drop off:

PHS Main office between 7:30 a.m. – 4 p.m.

Date: _____ Signature: _____