

# Senior Ads 2020-2021

**Deadline: Friday, Nov. 13**

Preserve the memories you have with your senior! Reserve space in the 2021 yearbook JUST FOR YOUR STUDENT. Quotes, photos and messages can be included to make your ad special. Parents and friends may purchase an ad in the back of the yearbook. Please read through this information carefully before sending in your ad.

Rates and Sizes:

Size:	Price:	# of photos <b>highly recommended</b>	# of total words
1/4 page (4.9x3.5in)	\$85	3-4	50-65
1/2 page (4.9x7.2in)	\$125	3-7	100
Full page (7.3x9.9in)	\$250	7-10	150

All yearbook ads will be in **color**.

**If you wish to keep this a secret**, contents of the ad are handled with confidentiality by a few select staff members and the adviser.

## Guidelines

- We will use your child's senior picture as the main photo of the ad. Please include a high quality senior picture of your student to be placed on the ad. \*Note, this is separate from your student's yearbook portrait so please send a photo that is different from your student's yearbook portrait picture. **The deadline for the senior portrait is also Nov. 13. Emailed pictures are preferred for the best quality of your senior ad.**
- Enclose a self-addressed envelope large enough to fit all the pictures and **with adequate postage** if you want your photos returned. We are not responsible for photos not picked up by the end of May.
- Send good quality photographs. Poor photos do not improve in print. **Irregular cutouts** are unacceptable.
- Vertical portraits are preferred for the dominant picture on ¼- and full Page ads. Horizontal portraits are preferred on ½- Page ads.
- If photos are one-of-a-kind, you may want to have a professional copy made.
- Scanned photos must be submitted at 300 dpi resolution in a jpeg or tiff format in at least a **4X6 inch (NO SMALLER)** format and burned onto a CD or emailed.
- Photos should be school appropriate, no obscene gestures, alcoholic beverages, tobacco products or any illegal activity.
- No exposed torso at any age.
- Song lyrics or other copyrighted material may not be used. Attribution is not enough; royalties have to be paid to use.
- We will print your message exactly as it appears. We retain the right to reject any material that we consider libelous or in questionable taste.
- Print the senior's name as you want it to appear on the ad.

**The deadline to receive an ad is Friday, Nov. 13, 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 Senior Ads Editor Carlie Stallbaumer at carlie\_stallbaumer@usd368.org, or yearbook adviser BriAnne Chayer at brianne\_chayer@usd368.org or at (913) 294-8010 ext. 1215.

# Senior Ad Contract

Senior's Name:

Parent's Name:

Home Address:

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Night Phone: \_\_\_\_\_

Preferred Email: \_\_\_\_\_

Ad Size of a page: 1/4 (\$85)                      1/2 (\$125)                      Full (\$250)

Number of Photos Enclosed:

Is this ad a secret? Yes No

Have you included...

Your student's senior picture

Your message?

Your payment?

Self-addressed stamped envelope (if you want photos returned before May 2020)

All photos included in your ad?

I will be sending \_\_\_ photos at a later date (no photos accepted after Dec. 7.)

**Make checks payable to Paola High School. The number of photos and length of message depends on the size of the ad. Please do not add any more photos than we recommend.**

Mail to...

Paola High School  
c/o BriAnne Chayer  
401 N. Angela St.  
Paola, KS 66071

Please attach your message via email or below:

Date:

Signature: