

Dear Senior Parent:

Senior Yearbook Ads

Isn't it hard to believe that your baby is about to graduate from high school? The K-12 experience is the longest your child will ever be in school unless they attend medical school and specialize...so it *really* is a big deal.

Here is your chance to congratulate and encourage them to keep up the good work! This will be your last chance to ever do a senior congratulatory tribute – college yearbooks do not sell advertising. If you lose this guide, it is also on the school website's links page at www.parkviewmagnet.org. (It is on both the parent's menu and the important links page.) After your child's senior tribute ad is completed, we will provide you with a proof through email. You can make changes to that proof until you are happy with it! We will offer 80 pages of senior tributes this year, and we are also offering early bird discounts in the form of a senior package until October 21. No senior packages will be sold after that date, but we will continue to accept tributes until December 16 or until our advertising section is full. The pages that follow detail what you need to do, bring, and fill out for your senior's yearbook tribute. You can get the best prices by ordering the senior package – because everything in it is discounted.

What about the Senior Yearbooks?

Senior's yearbooks are part of this year's senior package, and those must be purchased at school. However, if you **only** want a yearbook please order it at Jostens.com. Orders made before September 30 include free icons and name stamping. For additional costs, students may order protective plastic covers, extra autograph sections, and pens to sign with on yearbook distribution day. The web address to order is www.jostens.com

Important dates for seniors

- Senior Make-Up Photo Day Sept. 6
- Tux and Drape shots **ONLY**
- **This is the ONLY Make up day!**
- Senior Package Deadline: Oct. 21
- Senior Class Photo: Sept. 20 @ 10 a.m.
- Last Day to pay senior packages and tributes: April 1

Sincerely,

Judith Murray
Yearbook Adviser/447-2365

Senior Advertising Guidelines

The yearbook staff recognizes the importance of the advertising section as an integral part of the yearbook. Therefore, we have a few guidelines in place that you need to remember.

- No collages (pictures that are cut and pasted together.) If you want several pictures grouped together we can show you how to do it in a more contemporary style.
- **DO NOT** send us jpegs from social media sites. They have been compressed and will **NOT** work.
- Do not submit pictures of babies/young children without clothes.
- No alcohol, tobacco, or drugs in the pictures. All pictures must adhere to the LRSD policy of advertising. We reserve the right to alter copy of questionable taste or standards

Who designs your ad?

Our staff will create an original senior tribute for you. All you have to do is submit your pictures and text, and we will do the rest, using design principles from contemporary publications. You will receive a proof of your senior tribute, so you have a chance to approve it or ask for changes before it is published. If you want to design your own senior tribute, you may submit it to us camera-ready in Jpeg at 300 PPI. **Do NOT submit a Word or Publications file with photos** in them, as they will not work with our software. If you send photos through email, please make sure they are jpeg file and that your email does not compress them. **PLEASE do not send social media photos** – they are already compressed and will bitmap badly if they are printed.

Payment Plan

Payment plan: You must make a down payment on the senior tribute or package of at least \$30.) You have until April 1 to finish paying for the senior tribute or package. In keeping with school policy, **any outstanding debts could preclude your senior from attending graduation exercises this spring.**

Questions?

Call Mrs. J. Murray at 447-2365

Senior tribute sizes and prices

The following chart shows the price for early bird deadlines (senior tributes only); the second column shows the full, regular price for senior tributes after October 20. The third column is the senior ticket prices:

Size of Senior Tribute	Senior Tribute ONLY Reserved by Oct. 21	Senior Tributes ONLY Reserved After Oct. 21	Senior package deals Includes the yearbook with your student's name and four icons, the senior tribute, the large formal senior class panoramic photo, a prom ticket, a banquet ticket, and a senior t-shirt. Students who purchase the ticket will receive a 20 percent discount on one additional prom ticket (to be purchased in the spring.)	Maximum number of photos
Full page (9 blocks)	\$300	\$325.00	\$490	12 photos and a short message.
2/3 of a page (6 blocks)	\$222	\$244.00	\$412	9 photos and a short message.
4/9 of a page (four blocks)	\$150	\$169.00	\$340	7 photos and a short message.
1/3 of a page (3 blocks)	\$109	\$125.00	\$299	5 photos and a short message.
2/9 of a page (3 blocks)	\$75	\$88.00	\$265	3 photos and a short message.
1/9 of a page (1 block)	\$60	\$65.00	\$250	1 photos and a short message.

What do we need from you?

- A filled out senior tribute or package contract (see final page)
- The photos you want in the senior tribute
- The message you want in your senior tribute
- The down payment for the ad

Wait! What are the prices in the package?

The senior tributes are the same price as the early bird discounts; Yearbooks are \$60 (\$64 online); senior class photos are \$25 (\$30 day of shoot); prom & banquet tickets are \$40 (normally \$50); the senior t-shirt is \$25 (and also covers taxes and shipping for all of the orders.) The regular price of one additional prom ticket is \$50; so those prom tickets are also \$40 after the 20 percent discount and are limited to one per senior package.

Senior Tributes/Senior Package Contract (circle one)

I wish to purchase a senior tribute/contract for _____
(Please print the name of senior)

I wish to purchase _____ at the rate of _____.
Senior tribute size Senior tribute amount

Senior packages only: Student shirt size is _____.

- **You can include at no additional costs:**
- one picture for a 1/9 of a page senior tribute
- 2-3 pictures for a 2/9 of a page senior tribute
- 1-5 pictures for a 1/3 page senior tribute
- 1-7 pictures for a 4/9 page senior tribute
- 1-9 pictures for a 6/9 page senior tribute
- 12 pictures for a full page senior tribute

Total amount enclosed _____

A \$30 down payment is due when you reserve the senior tribute or senior package. All balances are due by April 1.).

_____ I have enclosed the copy I would like used for the senior tribute.

_____ The yearbook staff is to typeset and create the senior tribute using the enclosed pictures and copy.

_____ I have enclosed camera-ready material. (We need the file to be a jpeg; and it must be at 300 ppi)

Please indicate the number of pictures you have provided _____

Person submitting this ad _____ day phone _____

Email address that you check frequently where we can send your senior tribute proof:

Please print neatly!

This block is a 1/9th
Page senior tribute
\$63
(\$60 if purchased
by October 21)

This entire page is available for \$325
(\$300 if purchased by October 21)

These two blocks is a 2/9 page

\$88
(\$75 if purchased by October 21 with
senior ticket)

← →
These three blocks are 1/3 page
(see arrow above)
\$125
(\$109 if purchased by October 21 \$49 with senior ticket)

← →
These three blocks plus the three blocks
below it are a 6/9th page \$244
(\$222 if purchased by October 21))

These four blocks (the blocks above
and below this writing)
is a 4/9 senior tribute \$169
(\$150 if purchased by October 19 \$109
with senior ticket)

