

Senior Advertising Information 2016-2017

Cougar Pride Yearbook College Station High School

Deadline October 13

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Senior year is a special time for everyone involved in a senior's life. To help you celebrate this milestone, the *Cougar Pride* yearbook is happy to offer special "senior tribute ads" so families and friends can include a personalized message to a senior in our 2016-2017 book.

This package explains the available sizes of ads, prices, sample layouts, and photo/text submission information.

Please read this information carefully since there are specific directions that need to be followed, especially regarding photos, to make your senior ad.

New this year! Save up to 20% on your senior ad!

- Purchase the 2016-2017 *Cougar Pride* yearbook online at www.smart-pay.com **before** placing your senior ad order OR order it with your senior ad and get 10% off the price of your senior ad.
- Reserve and submit all of the materials for your senior ad by Thursday, Sept. 29, and get an additional 10% off your senior ad.

The final deadline for submitting materials and orders for senior ads is Thursday, **October 13**. It is possible that we will sell out of ad space, so we encourage you to send your ad contract and make your payment early to hold your space. Photos and text may come later than your order and payment, but all materials (order, payment, and materials) be received by **October 13**.

The tux/drape photo from Photo Texas will be included in the yearbook for all seniors, regardless of whether they purchase a senior ad.

- **Please direct any questions to Teresa Laffin, the yearbook adviser, by email to tlaffin@csisd.org.** Email is preferred to phone calls since I can answer emails more quickly and we can save emails for future reference.
- **No senior ad orders will be taken over the phone or via email. You must use the order form and envelope (available in the front office).**

You may mail your order to:

College Station High School
Attn: Teresa Laffin
4002 Victoria Ave
College Station, TX 77845

Orders (with all materials secured in an envelope labeled "Teresa Laffin, Yearbook Adviser) can be submitted to the front office. Orders will not be accepted in Mrs. Laffin's English classroom.

The 2016-2017 senior ad deadline is Thursday, October 13.

If you would like an ad, you must make this deadline. We send pages to the printer in the fall, so late ads can not be included. We do not like to turn people away, so please submit your materials by the deadline.

PHOTO AND TEXT GUIDELINES – DEADLINE IS OCTOBER 13

Photo Guidelines

Please read these BEFORE sending in photos. Your photos must meet these guidelines to work with our computer software and our publisher. If you have questions, please email Teresa Laffin (tlaffin@csisd.org).

No orders or photos will be accepted via email.

How to send photos:

- We prefer to receive digital picture files on a **clearly labeled** (student first and last name) flash drive or a CD. You can send your child to get your flash drive or CD back after the beginning of the spring semester.
- This flash drive or CD can be delivered to the front office in an envelope clearly addressed to Teresa Laffin, yearbook adviser along with your contract and payment.
- If you scan your photos, please be sure the resolution is set to at least 300 dpi, which may be higher than the default setting.
- Hard copies (clearly labeled with student first and last name lightly in pencil on the back of the photo) may be delivered to the front office in an envelope clearly addressed to Teresa Laffin. We can scan the photos for you **for a \$20 fee** if they are printed on photo quality paper with one photo per sheet. Computer printouts of photos on regular paper cannot be used. **Proof photos from photographers, photos with photographers' logos, and copyrighted photos may not be used.**
- If you purchase an ad with room for more than one photo, you may write on the hard copy of the photo lightly in pencil which photo position you would like the photo to have, save the digital files with this information, and/or include a diagram/note with your order.

Please do the following:

- Make sure your senior photos are taken and you will have them in time to meet the deadline if you plan to include them in your ad. Many people have adorable ads that do not have the senior portrait in them, so don't worry if you need to plan to include other photos. **We cannot accept materials after October 13 due to our deadlines with our publisher.**
- **Send written permission** and contact information (a phone number) **for anyone other than your senior who is included in the photo** (or we cannot use the photo). If the photo is your other children, please indicate this.
- Select tall photos for tall spaces and wide photos for wide spaces based on your ad layout choice. We will do our best, but if you can take this into account when you select photos/layouts, it really helps. You can also crop them to size yourself using the measurements in the ad samples.
- We cannot enlarge photos to fit our frames. We can crop or scale photos to fit.

Please do not:

- Have glue, tape, or paper clip creases on the front, or write on the front of photos that we will scan.
- Send small photos for a frame larger than the photos. For example, a wallet size photo will not fit a frame that fills half of a yearbook page.

WE CANNOT RETURN PHOTOS UNTIL THE SPRING SEMESTER (AFTER THESE PAGES ARE SUBMITTED). WE STRONGLY SUGGEST THAT YOU SCAN YOUR PHOTOS AND KEEP YOUR ORIGINALS OR SEND US COPIES.

**PLEASE DO NOT SEND ORIGINALS OF SPECIAL PHOTOS.
SCAN OR MAKE A COPY SO THAT YOUR ORIGINAL WILL BE SAFE.**

Text Guidelines

- We use a standard body font for all ads to keep the section consistent. Name fonts and colors will be selected by the staff based on our design guidelines and selections for that year.
- No copyrighted text can be reproduced in senior ads unless it complies with the Fair Use copyright laws. This includes portions of song, book, movie, or poem lyrics.
- **Provide text for the ad either on your flash drive/CD or typed and printed. Please do not send hand-written text.**
- No text for ads will be accepted via email. You need to send a printout or document saved on a flash drive or CD.
- Please proof your text. We will reproduce it as it is submitted to us, but may correct spelling and punctuation errors. If you have an intentional spelling or punctuation choice you want to have reproduced exactly, please include a note to that effect.

If you have ANY questions, please email the adviser so we can make your ad perfect! Mrs. Laffin can be reached at tlaffin@csisd.org.

Single Photo
Photo is
1.5" w x 1" h

Student Name

Sample Ad Layouts and Photo Sizes

ALL ads are to scale.

SOME ads are actual size.

Ads look best when photos selected work with the given measurements.

Single Photo (above)
(actual size)
1.75" wide x 2.25" high. Single
photo, name, and 15-20 words.

1/6 Page (below)
(actual size)
2.33" wide x 5.25 " high.
Single photo, name, and 20-30
words.

Student Name

Single Photo
Photo is
2" w x 3" h

Student Name

Smaller photos are
1.5" w x 1.5" h

Larger
Photo is
2" w x 3" h

Student Name

Single photo is
3.5" w x 3" h

Student Name

Each photo is
1.75" w x 2.75" h

1/4 Page
(A, B, C)
NOT ACTUAL SIZE.
Please see measurements.
3.75" wide x 5.25" high.
Single photo, name, and
around 30-50 words.

Half Page (A, B, C, D)

NOT ACTUAL SIZE.

Actual size is 8" wide x 5.25" high. 50-75 words.

This photo is
3" w x 5" h

This photo is
4.5" w x 3" h

Student Name

Large photo is
3" w x 5" h

Each small photo is
2.25" w x 2.25" h

Student Name

Photos are
2.25" x 2.25"

Student Name

This photo is
2.5" w x 3" h

This photo is
2.5" w x 1.75" h

Large photo is
5" w x 3" h

Student Name

Full page ads (A, B, C, D)

NOT ACTUAL SIZE.

Actual size is 8" wide x 11" high. 75-100 words.

Small photos are 2.25" x 2.25"		
This photo is 4.25" w x 5.25" h	Student Name	
	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	

Small photos are 2.25" x 2.25"	This photo is 5" w x 7" h
Student Name	
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	

These small photos are 1.5" x 1.5"					
Student Name		This photo is 4" w x 6" h			
This photo is 2.25" w x 3" h	This photo is 5" w x 3" h	C			

Small photos are 1.75" x 1.75"	This photo is 4" w x 6" h	Small photos are 1.75" x 1.75"
Student Name		
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		

College Station High School Senior Ad Order Form 2016-2017

THE FINAL DEADLINE FOR SUBMITTING SENIOR ADS IS THURSDAY, OCTOBER 13. EARLIER SUBMISSION IS STRONGLY SUGGESTED SINCE SPACE IS LIMITED AND WILL BE FILLED ON A FIRST-RECEIVED, FIRST-FILLED BASIS. THIS CONTRACT, PAYMENT, AND MATERIALS MUST BE RECEIVED IN ORDER TO RESERVE SPACE.

Student name: _____

Name of person purchasing ad: _____ Relationship to student: _____

Email address of purchaser: _____

Best phone number to reach purchaser: _____

Please follow these step-by-step instructions (see the photo and text guidelines on page 2).

1. **Send your contract, payment, and materials on time. Every year we have to turn away ads that are submitted after the deadline. We have to send pages to the publisher starting in the fall, so if you do not submit your ad on time, it can not be included in the yearbook.**
2. Select ad size and layout from the choices provided on the attached sheets.
3. Provide photos (preferably digital) for each space in the ad; consider dimensions of pictures in ad when selecting pictures. If you have hard copies of photos, you can scan them yourself (this service is offered at many stores in town) or we can scan them for you for a \$20 fee.
4. Type the text for your ad and either print save to the same flash drive or CD as your photos.
5. Complete this form and put all materials in an envelope labeled "Teresa Laffin, Yearbook Adviser."
6. Submit to the front office at CSHS.

Select from the following:

_____ Please scan my photos. The fee is \$20, which I am including.

_____ I would like a custom layout. The fee for a custom ad is \$50, and all deadlines apply.

_____ Please add a yearbook to our order so we can receive a 10% discount on our ad.

_____ I ordered a book online already, so I would like the 10% discount.

_____ I have submitted all of my materials by Sept. 29. I would like the 10% discount.

Check the ad size you would like and circle the price.

	Regular price	10% off	20% off
_____ Single photo	\$50	\$45	\$40
_____ 1/6 page	\$75	\$67.50	\$60
_____ 1/4 page	\$100	\$90	\$80
_____ 1/2 page	\$150	\$135	\$120
_____ Full page	\$250	\$225	\$200

_____ Amount enclosed (at this time, we can accept only checks or money orders)

Purchaser's signature