

Senior Advertising Packet
for the 2019-2020
Eagle Yearbook

DEADLINE NOVEMBER 1 DEADLINE NOVEMBER 1

This is your child's last year in high school. Senior year is a big deal to both the student and to you as a parent, family member or friend. We are offering senior recognition ads in the yearbook. The senior ads are offered to the families and friends of the soon to be graduating seniors. These ads will give parents, grandparents, music groups, sports teams and clubs the opportunity to tell their graduate(s) congratulations and to show how proud of them you are in a special way.

Our staff will personally design your ad. If you have any suggestions, such as photo placement, please include those directions on the order form.

This package explains the available sizes of ads, prices, sample designs and submission information. Please read all this information carefully as there are specific directions that need to be followed, especially regarding photos, to make your senior ad.

*** If you pay online, you must submit your photos and text through Jostens***

Please make sure you have your senior portraits taken and have time to get the photos back if you plan to include them in your ad.

Please direct any questions to Lyndsey Hamlin, the yearbook adviser, by email to: lghamlin@prosper-isd.net or you may leave a message at (469) 219-2180 ext. 80269.

PLEASE MAIL OR DELIVER YOUR SENIOR AD ORDER TO:

Prosper High School
Attn: Lyndsey Hamlin
301 Eagle Drive
Prosper, TX 75078
or deliver to Room 1253

Information for Photo Submission - Please read these BEFORE sending in photos. Your photos must meet these guidelines to work with our computer software and our publisher.

Photos may be sent by:

- We prefer to receive digital picture files. Only .jpg or .tif files can be used and the resolution must be at least 300 dpi. If you scan your photos, set the scanner to 300 resolution, which is usually higher than the default setting and crop your image while scanning. Please keep in mind that most photos taken from an Internet site and cell phone images will not have enough resolution for us to use and may not be yours to legally submit.
- Email photos to Mrs. Hamlin at lghamlin@prosper-isd.net with the student's name in the subject line.
- Photos also may be brought in on a flash drive in Room 1253 or delivered to Mrs. Hamlin's attention
- Contact your senior photographer to send high resolution files directly to Mrs. Hamlin's email.
- Hard copies may be sent in an envelope and dropped off in Room 1253 or the front office. We can scan your photos for you if they are printed on photo quality paper. Computer printouts of photos on regular paper cannot be used. Proof photos from professional photographers with their watermark and copyrighted images will not be used.

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. Ads will not be delayed to wait for your photos. We have publisher deadlines to meet.
- If other people are in the photo, please make sure you have permission to use their image in the ad.
- Select tall photos for tall spaces and wide photos for wide spaces based on your layout choice.
- If you choose to make a custom ad, send the completed ad as a .jpg, not a PDF or Photoshop file.

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 photos with red eye or date stamps. We do not retouch photos. Please fix red eye before sending photos.
- Send small photos and expect them to fit in a large frame. For example, a small wallet photo will not fit a half page photo frame.
- Send round or scrapbook cut photos unless we have room around your student so we can still fit our rectangular frames without awkward edges.

Care will be taken to return photos if requested; however, copies of prints or digital scans should be submitted for irreplaceable photos. The school, yearbook staff and the yearbook company do not accept responsibility for lost or damaged photos. Photos will be returned in the spring.

Text Guidelines

- We use a standard font and size for all ads to keep the section consistent. Most ads use a size 9 font for the message. We will work with the font size within our guidelines to make almost any message fit, or we will contact you if it needs to be shortened. Name fonts and colors will be selected by the staff based on our design guidelines and selections for that year.
- Please look at previous yearbooks to get an idea of how much text (word count) will fit in each ad design.
- No copyrighted text will be reproduced in senior ads unless complying with the Fair Use copyright laws. This includes portions of a song, book, movie or poem lyrics as well as quotes. Please write an original message for your child.
- Provide text for the ad typed and printed or email it to lghamlin@prosper-isd.net

Senior Ad Order Form - 2019

- only for those ads submitted to school.

Customer Data

Student name _____

Parents'/Purchasers' names

Home Phone number _____

Parent Cell Phone _____

Parent E-mail address

****Does the senior know about this ad?** ___ Yes ___ No

(If yes, may we contact him/her at school with questions?) _____ Yes _____ No

Please note that we will do our best to keep an ad "secret" but cannot guarantee that to you.

Step-By-Step Instructions for creating your senior ad:

1. Select ad size and standard ad design from the choices provided on the attached sheets.
2. Provide photos for each space in the ad. (**See Photo Submission Guidelines**)
3. Attach text for the ad **typed and printed**. Please do not send hand-written text. We use a standard body font for all ads.

We can work with font sizes to make almost any message fit or we will contact you if it needs to be shortened.

Size of ad and cost: (check one)

___ 1/8 page \$65.00

___ 1/4 page \$110.00

___ 1/2 page \$200.00

___ Full page \$340.00

Ad Design # _____

(Please contact Mrs. Hamlin if you wish to do a custom design.)

No ad will be accepted without full payment. Checks or money orders should be made payable to PHS Yearbook. Please put your child's name on the check. Please do not mail

cash. Have your student deliver it to Room 1253 or deliver it to the school and ask that it be put in my mailbox.

YEARBOOK ORDER - Take care of this now. Purchasing a senior ad does not constitute a yearbook purchase.

Amount enclosed \$ _____ (Please make checks payable to PHS Yearbook)

Parent/Purchaser's Signature _____

The yearbook staff and adviser reserve the right to ask the customer to make changes to photos or text to conform to the staff's standards. An ad proof will be sent once it is prepared to the e-mail address provided above. You will have one week to respond with any corrections or the ad will be published as created.