



Senior Recognition Ads

A Great Way to Show Your Pride in Your 2012 Graduate!



Dear Parents:

Even as we end one school year, the yearbook staff is already well into making plans for the 2012 yearbook, and you should be, too! We will be ready to begin receiving submissions of senior recognition ads for our 2012 book as soon as school resumes on August 25. If you are familiar with these ads, perhaps you have already considered what you might want for your rising senior's special recognition ad.

The 2012 book will be printed in FULL COLOR! We are also glad to offer a flexible payment plan for those who wish to divide the cost of their senior's recognition ad into several installments. Please see the pricing guide inside this packet.

****Notice:** senior ad space is limited, so act quickly to ensure that your senior gets the recognition he or she deserves. When the space allotted for senior ads is gone, it's gone.

If you have further questions after reading through this packet, please contact our yearbook adviser Kurt Sigmon at 241-3355, ext. 2101 or via e-mail at Kurt_Sigmon@catawbасchools.net.

Senior Ad Sizes & Price List

****All ads are in full color!****

1/8 page: \$75
(or 4 payments of \$18.75 each)

1/4 page: \$105
(or 4 payments of \$26.25 each)

1/2 page: \$150
(or 4 payments of \$37.50 each)

Full page: \$240
(or 4 payments of \$60 each)

Bonus! Take 10% off of the total cost for any senior ad submitted by Friday, September 30. For those taking advantage of the discount, please deduct from your initial deposit (see payment schedule inside).

FINAL DEADLINE
for submitting any
senior ad is
Friday, October 21.

How Many Pictures Can I Put On A Senior Ad?

Well, it depends on how much text you wish to include, but a general guide is given below. But please keep in mind that, the more photos you submit, the smaller they will have to be printed.

Generally speaking though,

A **Full Page** can hold **14 - 15** photos.

A **1/2 Page** can hold **6 - 7** photos.

A **1/4 Page** can hold **3 - 4** photos.

A **1/8 Page** can hold **1 - 2** photos

****Please note: If a senior ad is being purchased for two or more seniors who are NOT siblings, the full amount for the ad is due whenever the ad is submitted. Also, due to past problems, ads that are purchased by a girlfriend or boyfriend of a senior must be paid in full at the time of submission. No refunds will be given due to cancellation.**

Frequently Asked Questions Regarding Senior Ad Submissions:

Can I make the deposit on the ad and then send the pictures and text later?

No! We must have the entire photo and text contents of the ad when it is submitted to us. We cannot accept them otherwise. We must be able to take ads that are submitted and put them immediately into production. This is so that we can meet our publisher's deadlines.

What kind of photos should I select?

Select good, clear, colorful, undamaged photos for the ad. Avoid blurry or poor photos. They will print poorly in the book. Digital photos (in jpeg or tiff format) may be submitted on CD, but they must be of a very high resolution (at least 300 dpi). Web quality is unacceptable. Do not send photos that have been embedded in a Microsoft Word document. Note: many pictures taken with mobile phone devices cannot be printed any larger than the size of a postage stamp due to their limited resolution.

Do I have to get my photos scanned before sending them to you?

No. We scan all of the photos "in house" now. So no one's photos are sent away from the school! Please do not send photos from newsprint sources or photos printed on plain paper because they scan and reproduce very poorly. If you do choose to submit photos scanned onto a CD, make sure that they have been scanned at a minimum quality of 300 dpi (dots per inch), and that they are saved in a jpeg or tiff format. **Do not send images that have been embedded in another program such as Microsoft Word. Please do not completely pre-design the page into one digital file without contacting us first. This can be done, but you must have very specific instructions to do so!**

Can I cut photos into circles, ovals, or other special shapes?

Please do NOT submit pictures that have been cut into special shapes. They are extremely difficult to work with and often don't produce good results. Also, do not submit "cut and paste" collages. We will be able to scan all of your photos and them digitally crop them as necessary without harming the original photo. If you desire a special shape for a photo, let us know. We can almost always create the effect digitally without cutting up the original photo.

Do I have to create a layout plan for the senior ad?

You certainly may sketch a diagram of a desired layout but you do not have to. Do not tape or glue your photos to this or any other piece of paper. If you mark on the back of the photos, use pencil only. Ink will smear and ruin the photos it touches. If you do not submit a layout, we will place the pictures on the page in whatever way we feel makes the most sense.

Will I receive a proof of the ad before it goes to the publisher?

Yes. We will send you a proof for final approval.

How should I submit the message that I want printed?

Please submit text either typewritten or legibly printed. We will do our best to correct grammar and spelling in the text. So if a word (for example, a nickname) is to be spelled in a certain way or purposely misspelled, please be sure to let us know.

How much should I write?

It all depends on the size of the ad, the number of pictures you are submitting, and what you'd like to say. Some choose to put a very brief message. Others write quite a bit. Be aware that a large amount of text may cause us to have to reduce the size of the print, which can become difficult to read, or reduce the size of the photos.

Is there any kind of photo I should avoid submitting?

Although our goal is to follow the wishes of parents and other senior patrons, we refuse to print any photographs that contain any of the following:

- reference to or scenes depicting the use of alcohol, drugs, or tobacco.
- nudity, or clothing containing vulgar or obscene printing
- images containing blood and/or gore
- scenes of romantic entanglement (no "making out" pictures)

We further reserve the right to refuse to print any material not mentioned above that we deem inappropriate for inclusion in the yearbook.

Pictures can be picked up once the ad is finished, approved, and completely paid.

Senior Ad Prices and Payment Schedules

Please post this chart for convenient reference.

****For Senior Ads being submitted on or before Friday, September 30:**

	1/8 Page	1/4 Page	1/2 Page	Full Page
Deposit due with submission	\$11.25	\$15.75	\$22.50	\$36.00
2nd payment due Friday, Nov. 18	\$18.75	\$26.25	\$37.50	\$60.00
3rd payment due Friday Jan. 13	\$18.75	\$26.25	\$37.50	\$60.00
Final payment due Friday, Feb. 10	\$18.75	\$26.25	\$37.50	\$60.00
Total Amount due with 10% discount	\$67.50	\$94.50	\$135.00	\$216.00

**Early-Bird
Prices!**

Use this pricing chart only if you are submitting your senior ad on or before Friday, Sept. 30.

Please call Kurt Sigmon if you have questions, or if for some reason you are unable to make a scheduled payment by the due date. Failure to make payments on or before the due date may result in the ad being deleted from the book. Contact info: 828-241-3355, ext. 2101 or e-mail at Kurt_Sigmon@catawbасchools.net.

****For Senior Ads being submitted after Friday, Sept. 30 but no later than Friday, October 21:**

	1/8 Page	1/4 Page	1/2 Page	Full Page
Deposit due with submission	\$18.75	\$26.25	\$37.50	\$60.00
2nd payment due Friday, Nov. 18	\$18.75	\$26.25	\$37.50	\$60.00
3rd payment due Friday Jan. 13	\$18.75	\$26.25	\$37.50	\$60.00
Final payment due Friday, Feb. 10	\$18.75	\$26.25	\$37.50	\$60.00
Total Amount due	\$75.00	\$105.00	\$150.00	\$240.00

Use this pricing chart only if you are submitting your senior ad after Friday, Sept. 30, but no later than Friday, Oct. 21.

Please observe the correct payment schedule if you wish to pay for the ad in installments. Only those submitting a Senior Ad on or before Friday, September 30 are eligible for the 10% discount.

If you are paying for the ad in full when you first submit it, please refer to the amounts in the bottom row of each chart for the total cost of the ad.

Please complete this form (or a photocopy of it) and return it when you submit your ad. Submit all ads to Mr. Sigmon in room 101. Call 241-3355 for more information or e-mail at Kurt_Sigmon@catawbасhools.net.

****The final deadline for submitting a senior ad is Friday, October 21.****

Name of SENIOR: _____

Name of person(s) purchasing the ad: _____

Your complete mailing address: _____

City, State, ZIP: _____

Daytime phone number: _____ E-mail: _____

*Please check your e-mail frequently! We will try to send the proof via e-mail.

If we have a question about the ad content or design, what would you prefer that we do? (Check one below.)

_____ Contact me at the phone or e-mail listed above. _____ Ask the senior at school.

Which size ad would you like?

Full Page

1/2 Page

1/4 Page

1/8 Page

Total Cost for Ad: \$ _____

Deposit Made: \$ _____ check cash

Balance Due: \$ _____

If you are paying in installments, please be sure to follow the payment schedule provided with the senior ad information.

Remember that you MUST submit all the photos and text you want on the ad when you turn in your deposit. We cannot accept senior ads that are not ready to be produced.

Purchaser please sign below:

"I indicate by my signature below that I have read and understand the guidelines for submitting a senior ad. I also understand that I am responsible for any balance due on the ad. If paying in installments, I agree to pay on or before each of the dates outlined in the payment schedule. I understand that, once the ad has been submitted, no refunds are given due to circumstances that prevent the senior from graduating on time."

Signed: _____