

# **Senior Ad Packet for the 2018 Princeton High School Yearbook**

**DEADLINE: Friday 11-10!!!**

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 special "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.

This package explains the available sizes of ads, prices, sample designs and submission information. You may look at last year's yearbook to see samples of these ads and actual sizes. Please read all this information carefully as there are specific directions that need to be followed, especially regarding photos, to make your senior ad.

**The final deadline for submitting senior ads is Friday, November 10. 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.**

The yearbook will be distributed in the spring before the seniors graduate, so they will see your pride and love before they take that step to the next phase of their life.

Please direct any questions to Mr. Cox, the yearbook adviser, by email (preferred) to:  
rcox@princetonisd.net

PLEASE MAIL OR DELIVER YOUR SENIOR AD ORDER TO THE FRONT OFFICE ATTENTION MR. COX.

THE ENTIRE YEARBOOK WILL BE IN FULL COLOR AND SO WILL YOUR SENIOR RECOGNITION AD!!! THE YEARBOOK WILL ARRIVE IN MAY AS WELL!!!

Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size (approx. 2 3/8H" x 4W"). Please realize that these ads are quite small and cannot take a large photo or much text.

Layout Design #1/8 ALayout Design #1/8 B

Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size (approx. 4 6/8" x 4W").

### Layout Design #1/4 B

Layout Design #1/4 C

Layout Design #1/4 F

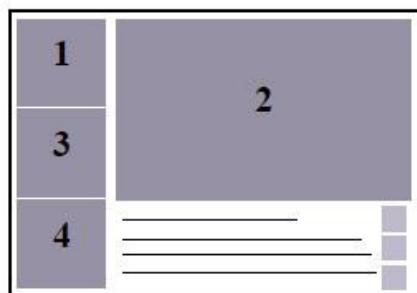
Layout Design #1/4 G

Layout Design #1/4 L

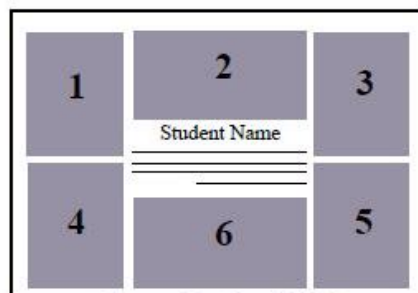
Layout Design #1/4 MLayout Design #1/4 NLayout Design #1/4 O

# 1/2 Page Ads

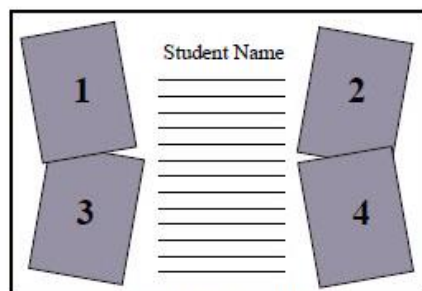
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size (approx. 4 5/8H" x 7 5/8W").



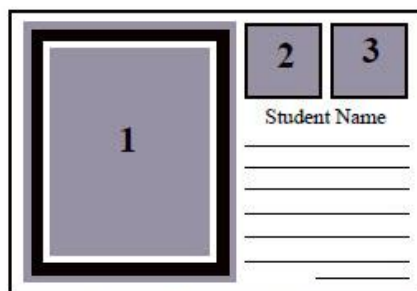
Layout Design #1/2 A



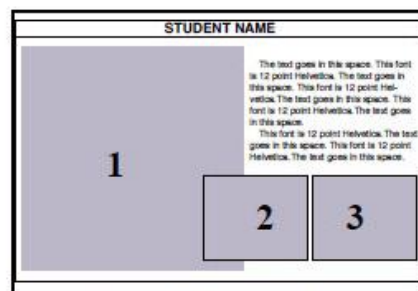
Layout Design #1/2 D



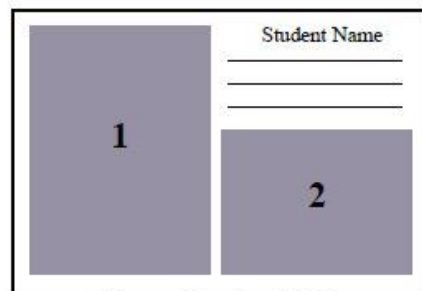
Layout Design #1/2 E



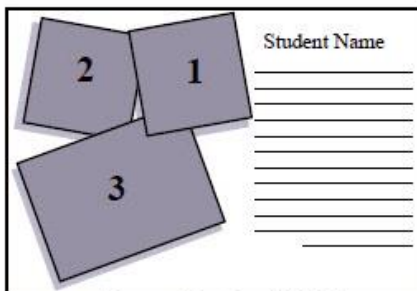
Layout Design #1/2 G



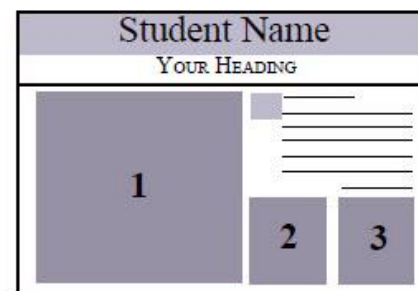
Layout Design #1/2 H



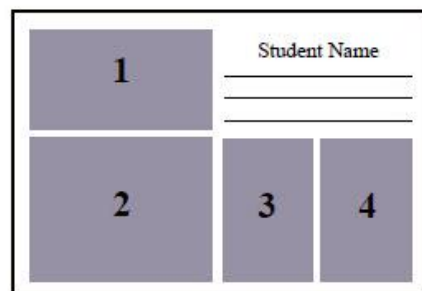
Layout Design #1/2 L



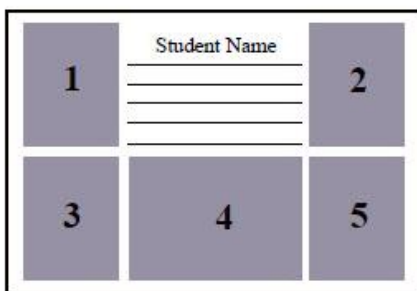
Layout Design #1/2 M



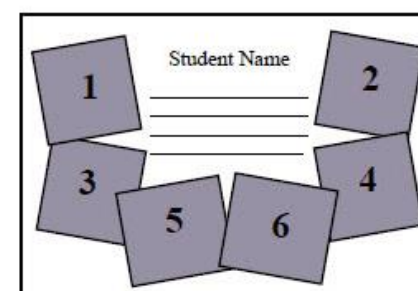
Layout Design #1/2 O



Layout Design #1/2 P



Layout Design #1/2 Q



Layout Design #1/2 X

Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size. (approx. 9 7/8" x 8W").

Layout Design #Full GLayout Design #Full JLayout Design #Full KLayout Design #Full MLayout Design #Full OLayout Design #Full RLayout Design #Full SLayout Design #Full T

# Photo Submission Guidelines

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

- 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.
- We prefer to receive digital picture files. Only .jpg or .tif files can be used and the resolution must be **at least 300 dpi**. Files may be emailed to Mr. Cox at [rcox@princetonisd.net](mailto:rcox@princetonisd.net) with the student's name in the subject line. Files also may be sent on a CD or brought in before school on a flash drive.
- We can take hard copies of your photos and scan them for you. All photos to be scanned must be in color and printed on photo quality paper. Computer printouts of photos cannot be used. Proof photos from professional photographers may not be used. The photo should be at least as large as the frame you would like us to put it in. Do not send round or scrapbook cut photos unless we have room around your student so we can still fit our rectangular frames.
- If other students are in the photo, please make sure you have permission to use their photo in the ad.
- Absolutely no .PDF files can be used. Please send a completed custom ad as a .jpg (300 dpi)
- Do not cut, glue or tape original photos. Do not paper clip them as this creases the photo.
- Select vertical [tall] photos for vertical spaces and horizontal [wide] photos for horizontal spaces based on your ad layout choice.
- Photos can be enlarged or reduced to fit the layout. We can only do so much with the photos you send. Please do not send tiny photos and expect them to fit a large frame. The yearbook staff will crop or scale to fit the designated space. If you would like us to consider your cropping suggestions, please write those on the order form or another piece of paper.
- If you submit a hard copy of your photo(s), writing lightly in pencil, put the student's name on the back of each photo and indicate where you want the photo in your design (based on the numbered design - if more than one photo is included).
- Care will be taken to return photos **if requested**; however, copies of prints should be submitted for irreplaceable photos. The school, yearbook staff and the yearbook company do not accept responsibility for lost or damaged photos.
- If you have ANY questions, please email Mr. Cox so we can make your ad perfect for you! He can be reached at [rcox@princetonisd.net](mailto:rcox@princetonisd.net).

## Senior Ad Order Form – 2018

THE FINAL DEADLINE FOR SUBMITTING SENIOR ADS IS FRIDAY NOVEMBER 10. EARLIER SUBMISSION IS SUGGESTED AS SPACE IS LIMITED AND FILLED ON A FIRST DELIVERED-FIRST ASSIGNED BASIS.

**Customer Data**

Student name \_\_\_\_\_ ID # \_\_\_\_\_

Parents'/Purchasers' names \_\_\_\_\_

Home address \_\_\_\_\_ Zip \_\_\_\_\_

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?) \_\_\_\_\_

---

**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 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 with and cost:** (check one)☐ 1/8 page \$40☐ 1/4 page \$70☐ 1/2 page \$120☐ Full page \$200

**YOU CAN ALSO PURCHASE  
ONLINE AT  
JOSTENSYEARBOOKS.COM**

**Ad Design #** \_\_\_\_\_

(Please contact Mr. Cox if you wish to do a custom design)

If you submit hard copies of photos, would you like to: ☐ pick up at office ☐ have us give to the student?**NO AD WILL BE ACCEPTED WITHOUT FULL PAYMENT. Checks or money orders should be made payable to Princeton HS.**

Please put your child's name and student ID # on the check. Please do not mail cash. Payment for an ad does not constitute you purchasing a yearbook. Purchasing a yearbook is done separately.

Amount enclosed \$ \_\_\_\_\_ (Please make checks payable to Princeton HS)

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.

---

**For Yearbook Staff Use Only**

Date Received \_\_\_\_\_

**Payment Information**

Total Paid - \$ \_\_\_\_\_

Check included (Check # \_\_\_\_\_)

Cash included \_\_\_\_\_

Money order included \_\_\_\_\_

Review by ad manager: \_\_\_\_\_

Size Chosen \_\_\_\_\_

Design # Chosen \_\_\_\_\_

Text Provided \_\_\_\_\_

# of Pictures Provided \_\_\_\_\_

☐ Scan ☐ Digital