

August 2016

Dear Parents of Seniors,

Every year, the yearbook staff sets aside a portion of the yearbook for **Senior Baby Ads**. These ads allow parents of seniors to honor their child and send them a supporting message. Graduation from high school is a noteworthy step in every child's life that surely makes every parent proud. As a long-standing tradition at Gunn, these Senior Baby Ads help celebrate this monumental achievement.

The 2016-17 yearbook will continue to be published in full-color, follow a journalistic style, and showcase all-digital photos. As in previous years, each ad will be designed by the yearbook's graphic staff and will be printed in full color.

### **Size and Pricing**

In the spirit of equity for our school community, our standard offering will be a half-page ad for all participants.

**Half Page Ad (\$100.): 5 photo maximum, 100 word maximum, 9" x 6"**

As always, we have tried to determine a pricing that will be affordable to all parents. All proceeds go toward yearbook printing and production.

Please note that the final ad is only as good as the photos submitted. If we receive a photo quality that we think will contribute a negative overall effect to the ad, we may choose not to use it and to compensate by making the other photos larger. Also note that although we put our very best effort into making the design for your son or daughter's ad aesthetically pleasing, we wish to make all the ads similar in style and matching in theme, as to give no visible preference to any one student. We know that your child is very important; however, under our current restraints we may not be able to make his or her ad match your exact expectations. Please be understanding of our situation, and we hope you enjoy this coming year's Senior Baby Ads.

### **Ordering Information**

In order to scan pictures and design pages for a class of some 400 students, we must have orders in by **Friday, October 28, 2016**. Places in the yearbook are on a first-come, first-served basis. Any orders after the deadline will have a 25 dollar late-fee added. Ordering is simple; just complete the order form on the reverse, and deliver to **Mark Gleason** at Gunn. We would greatly appreciate it if we could get orders as soon as possible.

Thank you so much for your cooperation. If you have any questions or concerns, please contact us at **gunn.the.olympian@gmail.com** or contact a yearbook staff member.

Sincerely,

Chloe Sørensen  
*Editor-In-Chief*

Mark Gleason  
*Olympian Advisor*

## 2015 Senior Baby Ad Order Form

### 1. Contact Information

Name of Parent \_\_\_\_\_

Name of Student \_\_\_\_\_

Telephone No. (    ) \_\_\_\_\_ email address \_\_\_\_\_

### 2. Photo Submission

Number of photos \_\_\_\_\_

Format (digital or hard copy) \_\_\_\_\_

You may send in digital/scanned photos to **gunn.the.olympian@gmail.com** (hi-res only!)

Please:

- Arrange all your photos into an envelope and mail it along with your order form.
- Label all your photos with your son/daughter's full name on the back of each picture.
- Allow ink to dry before stacking photos so as not to damage them.
- Indicate which photo you want to be dominant, or largest, in the layout (if you have a preference).
- Include a stamped self-addressed envelope if you want the photos returned to you.

### 3. Text Submission

- Please email your letter or text to the yearbook at **gunn.the.olympian@gmail.com**
- In the subject of the email, type "(Your Son/Daughter's Full Name) Baby Ad."
- In the body of the email, type your letter to your child.
- Please make sure that you send your edited letter through email, as we will not edit any of the text. Also, please take into consideration that we will be formatting the text to fit our Senior Baby Ads designs. Therefore please keep your letter in paragraph form.

### 4. Check and Payment

We would prefer a check payment for \$100. made out to **"Gunn High School Yearbook"**. If you are submitting this after Oct.28, please include the \$25 late fee in the payment.

Please mail to: **c/o Mark Gleason**

**Re: Gunn Senior Baby Ad**

**780 Arastradero Road, Palo Alto, CA 94306**

**Or** place in Mr. Gleason's box  
in the main office.

Again, please mail out all of these items by ***Friday, October 28th.***

Please be considerate of this deadline, because designing all of the individual Senior Ads is time consuming, and we wish to make them as pleasing as possible.

♥ The Olympian Staff