

# Senior Advertising Information 2014-2015

## Cougar Pride Yearbook College Station High School

**Deadline October 15**

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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 recognition ads" so families and friends can include a personalized message to a senior in our 2014-2015 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 10% on your senior ad!**

Purchase the 2014-2015 *Cougar Pride* yearbook in the same transaction as your senior ad (unless you were an early bird and already purchased your book, which counts!) and get 10% off the price of your senior ad.

The final deadline for submitting materials and orders for senior ads is Wednesday, **October 15**. 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 15**.

The cap and gown photo from Specialties 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](mailto:tlaffin@csisd.org).** Email is preferred to phone calls since I can answer emails more quickly and then we can both save emails for future reference. However, no senior ad orders will be taken over the phone or via email. You must use the order form.

#### **You may mail your order to:**

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

**Students may also hand-deliver orders and payment to the front office (in an envelope CLEARLY LABELED "Teresa Laffin, Yearbook Adviser) or to room 2120 during fourth period (advocate) or to 2120 after school on Monday. Orders will not be accepted before school, after school, or in Mrs. Laffin's English classroom.**

**The 2014-2015 senior ad deadline is Wednesday, October 15.**

# PHOTO AND TEXT GUIDELINES – DEADLINE IS OCTOBER 15

## 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 the adviser.

### How to send photos:

- We prefer to receive digital picture files on a **clearly labeled** (student first and last name plus your email address and phone number) 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 by a student to room 2120 during fourth period (advocate) or delivered to the front office in an envelope clearly addressed to Teresa Laffin, yearbook adviser.
- Our district filter will block an email with large attachments from outside the district, so emailing photos is not a good option.
- If you are scanning photos, please be sure the resolution is set to at least 300 dpi resolution, 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 or by a student to room 2120 during fourth period (advocate) in an envelope clearly addressed to Teresa Laffin. We can scan the photos for you 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. You may also save the digital files with this information or include a word document/note to indicate this.

### 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.
- 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).
- Select tall photos for tall spaces and wide photos for wide spaces based on your ad layout choice.
- A large photo can fit in a small frame, but not the other way around. We will crop or scale a large photo to fit the designated space. You can include a note if you have preferences about how we crop photos.

### Please do not:

- Have clue, 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.**
- 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.
- Send round or scrapbook cut photos.

**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

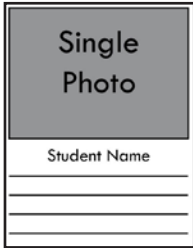
- We use a standard body font for all ads to keep the section consistent. We will work with font sizes to make almost any message fit, or we will contact you if it needs to be shortened. Name fonts and colors will be selected by the staff based on our design guidelines and selections for that year.
- 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 typed and printed. Please do not send hand-written text.
- Text can be saved in a .txt or Word file on the same flash drive or CD that you submit with your photos, or if you are submitting hard copies of photos, you may submit a hard copy of the text.
- 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](mailto:tlaffin@csisd.org).**

# Ad Layouts and Information

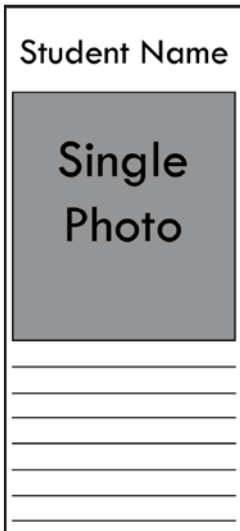
**Samples on this page and the following page are NOT to scale.**  
Please see the measurement page for actual sizes of ads.

## Single Photo Ads



These ads are 1.75" W x 2.25" H. Please see the measurement page for the size. There is space for the senior's name, one photo and a 10-15 word dedication.

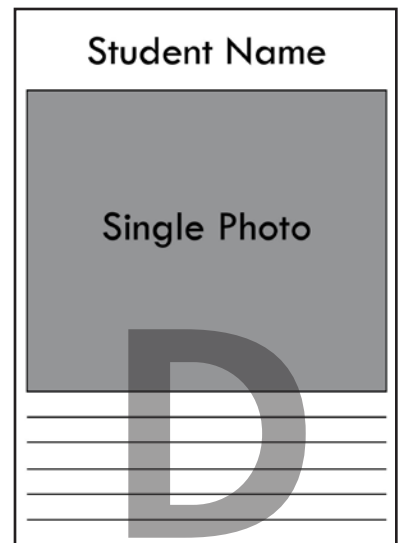
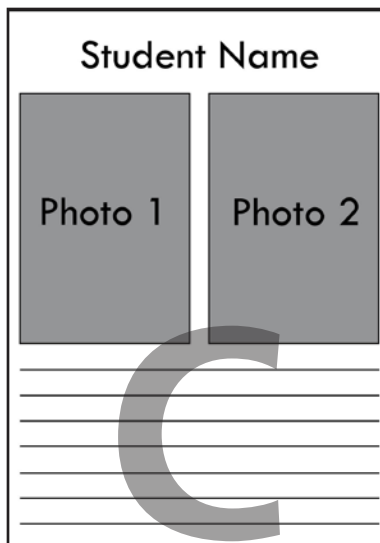
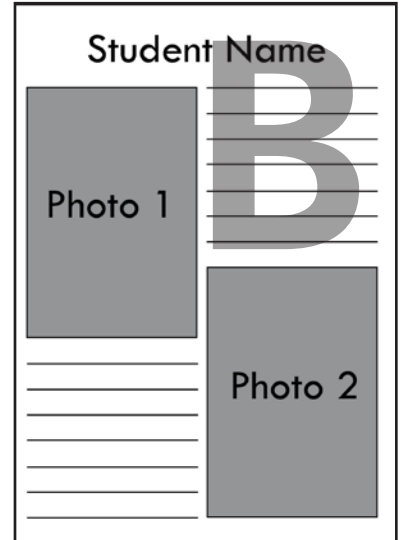
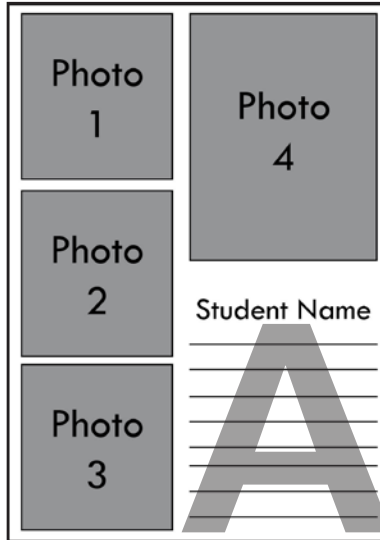
## 1/6 Page Ads



These ads measure approximately 2.33"W x 5.25" H. Please see the measurement page for the size. There is space for the senior's name, one photo and 25-30 words.

**Deadline is  
Wednesday,  
October 15.**

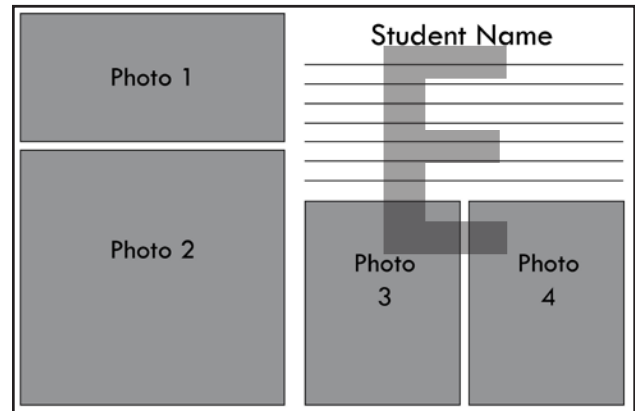
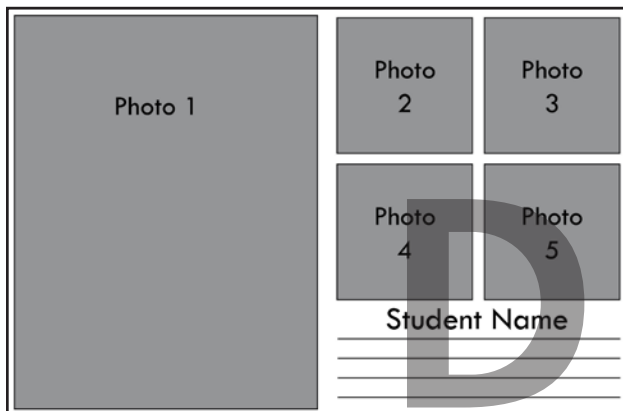
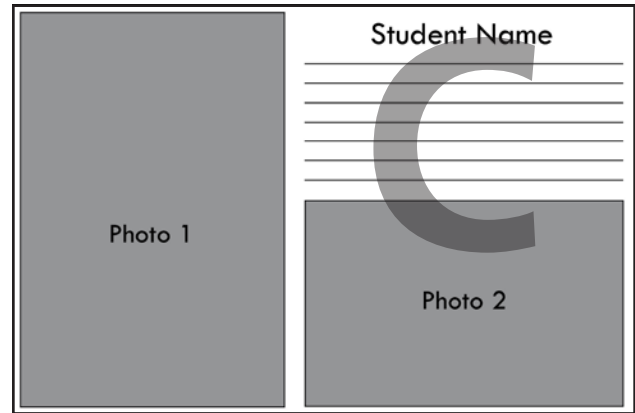
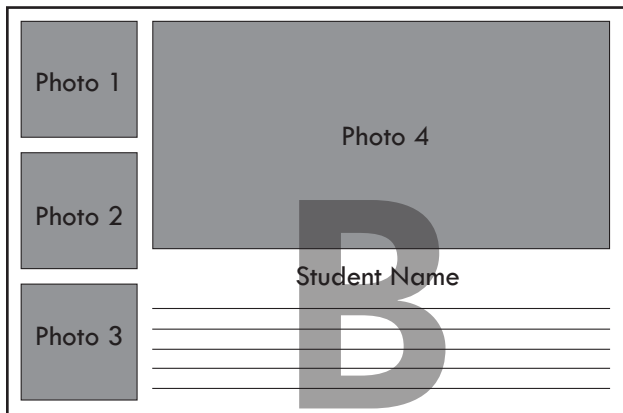
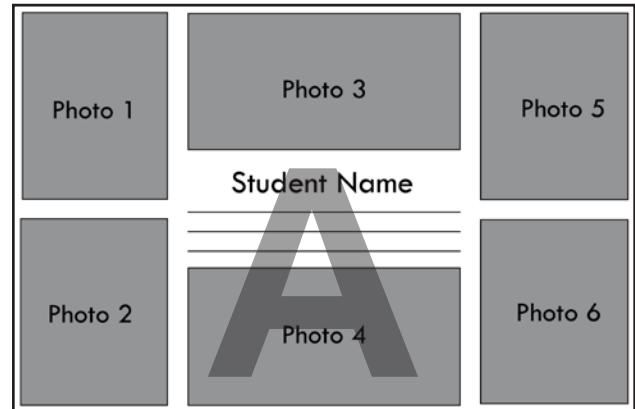
## 1/4 Page Ads



These ads measure approximately 3.75" W x 5.25" H. Please see the measurement page for the size. Please specify the layout (A, B, C, or D) that you would prefer if you order this size ad. There is space for up to four photos (but they will be fairly small on the four-photo layout).

## 1/2 Page Ads

These ads measure approximately 8" W x 5.25" H. Please see the measurement page for the size. Please specify the layout (A, B, C, D, or E) that you would prefer if you order this size ad. There is space for up to six photos (but the more photos, the smaller each photo will be) OR a longer message (100+ words).



**Deadline is Wednesday, October 15.**

## Full Page Ads

These ads measure approximately 8" W x 11" H. This size is as large as the measurement page minus 1/2 inch of width. Please specify the layout (A, B, C, or D) that you would prefer if you order this size ad. There is space for up to 10 photos OR a longer message (100+ words)

Photo 1	Photo 2	Photo 3
Photo 4	Student Name A	Photo 6
Photo 5		
Photo 7	Photo 8	
	Photo 9	Photo 10

Photo 1	Photo 2	Photo 3
Photo 4		Student Name B
Photo 5	Photo 6	Photo 7

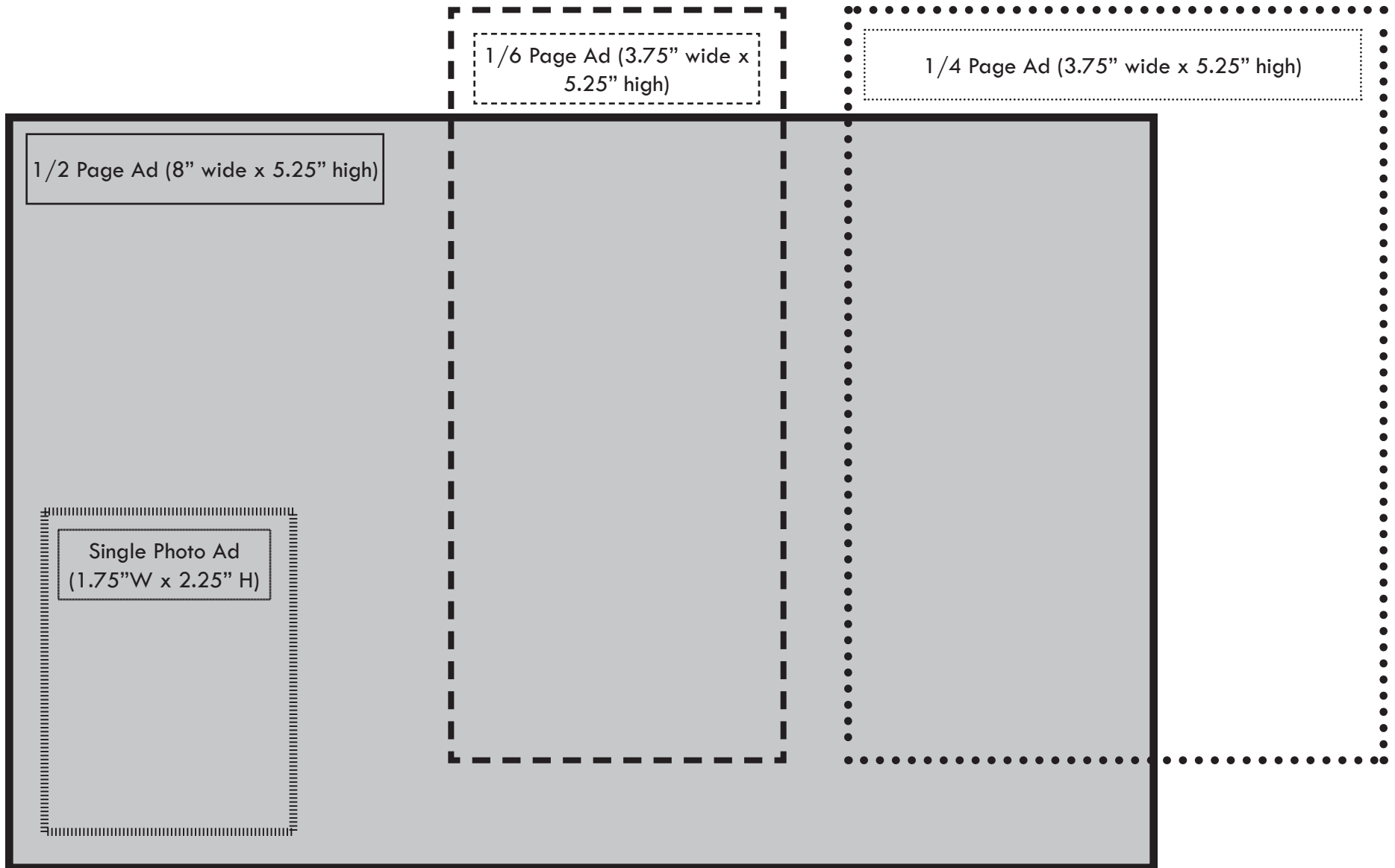
Student Name	
Photo 1	Photo 4
Photo 2	
Photo 3	
C	

Student Name	
Photo 1	Photo 6
Photo 2	Photo 7
Photo 3	Photo 8
Photo 4	Photo 9
D	

# Measurement Page

Please use this page as a guide for the “footprint” of each size of ad. The ads will appear in a yearbook that is “portrait” and not “landscape,” so, for example, the 1/2 page ad will be 8 inches wide, not 8 inches high.

The **full page ad** is almost the size of this piece of paper - 8” wide x 11” high.



# College Station High School Senior Ad Order Form 2014-2015

**THE FINAL DEADLINE FOR SUBMITTING SENIOR ADS IS WEDNESDAY, OCTOBER 15.**

**EARLIER SUBMISSION IS SUGGESTED SINCE SPACE IS LIMITED AND WILL BE FILLED ON A FIRST-RECEIVED FIRST-FILLED BASIS.**

**THIS CONTRACT AND PAYMENT MUST BE RECEIVED TO RESERVE SPACE.**

Student name: \_\_\_\_\_

Name of person purchasing ad: \_\_\_\_\_

Home phone number: \_\_\_\_\_ Cel phone number of purchaser: \_\_\_\_\_

Parent email address: \_\_\_\_\_

Although ad contracts/reservations/materials are **not** accepted via email, I may email you to ask questions about the ad. You are also welcome to email me with any questions.

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

1. Select ad size and layout from the choices provided on the attached sheets.
2. Provide photos (preferably digital) for each space in the ad; wide pictures for wide boxes, tall pictures for tall boxes.
3. Type the text for your ad and either print and submit or save to the same file as your photos and submit.

Size of ad and cost:

\_\_\_\_\_ YES! I want to purchase the 14-15 *Cougar Pride* yearbook (\$70 until October 18) in the same order as my senior ad to get a 10% ad discount. A yearbook is **not** already included in the price of a senior ad.

\_\_\_\_\_ I have already purchased my yearbook online at [www.smart-pay.com](http://www.smart-pay.com), and would love the 10% discount. (Must be purchased **before** senior ad order is completed to get discount).

	<b>Regular Price</b>	<b>10% Off</b>					
_____ Single photo	\$50	\$45					
_____ 1/6 page	\$75	\$67.50	<b>Circle the option for 1/4, 1/2, or full page ads</b>				
_____ 1/4 page	\$100	\$90	A	B	C	D	
_____ 1/2 page	\$150	\$135	A	B	C	D	E
_____ Full page	\$250	\$225	A	B	C	D	

\_\_\_\_\_ I would like a custom layout. The fee for a custom ad is \$50, and the deadlines above still apply.

\_\_\_\_\_ Amount enclosed

\_\_\_\_\_  
Parent/Purchaser's signature

If you submit hard copies of photos, please include an envelope for us to return them in that has your child's full name on the envelope. We can also mail them back to you if you provide a stamped addressed envelope. We will not be able to return them until the spring semester.

**No ads will be published without full payment by Wednesday, October 15, 2014. Please do not send cash with your child or turn in cash to the front office. Please include your child's name and student ID number in the memo line of the check.**

The yearbook staff and adviser reserve the right to ask the customer to make changes to photo or text to conform to our publication standards. No copyrighted images or text will be reproduced without compliance with the Fair Use copyright law. This includes song, book, movie, or poem lyrics.

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## FOR YEARBOOK USE ONLY

Date received: \_\_\_\_\_

Payment information: \_\_\_\_\_

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

Size chosen: \_\_\_\_\_

Design chosen: \_\_\_\_\_