

# Class of 2015

# Important Deadlines

senior portraits  
senior ads  
yearbooks

## senior portraits for yearbook

instead of picture day at school, seniors have an individual session with Specialties Photography  
we use these portraits in the yearbook

- \* **Deadline to schedule with Specialties Photography (696-9898) is October 3**
- \* If you do not get your portrait by October 3, you will either not be in the yearbook or you must attend a make up session at school on December 9
- \* Students who schedule by October 3 get to select the portrait that will go in the yearbook
- \* Students who have their portrait made during the make up session can not select the portrait that will go in the yearbook
- \* Questions? Contact Mrs. Laffin (tlaffin@csisd.org) or call Specialties (696-9898)
- \* You may not substitute your own senior portrait for the Specialties cap and gown portrait

## senior ads

a senior ad is an ad that is purchased to honor a senior  
they usually contain pictures of the senior plus a message to the senior from the person/people who bought the ad

- \* **Deadline for senior ads is October 15**
- \* View the information on the back of this sheet
- \* Your English teacher and the front office have advertising packets
- \* You can also email Mrs. Laffin to get the packet at tlaffin@csisd.org
- \* **Contract, payment, and materials are due to Mrs. Laffin by October 15**
- \* Deadline for senior ads is October 15

## yearbooks

where your senior ads and senior portraits will appear  
yearbooks capture the school year and provide memories for the rest of your life

- \* **On sale now at [www.smart-pay.com](http://www.smart-pay.com) for the lowest price of the year; deadline for lowest price is October 17**
- \* Get 10% off your senior ad when you order a yearbook at the same time

**Questions? Email Mrs. Laffin [tlaffin@csisd.org](mailto:tlaffin@csisd.org).**

# Senior Ads Summary

For full packet (including order form), see your English teacher, the front office, 2011 (before or after school) or 2120 (4th).

Deadline October 15 Deadline October 15 Deadline October 15 Deadline October 15 Deadline October 15 Deadline October 15

## Senior ad orders, materials, and payment due October 15

Deadline October 15 Deadline October 15 Deadline October 15 Deadline October 15 Deadline October 15 Deadline October 15

All senior portraits taken with Specialties Photography will appear in the yearbook regardless of whether you buy a senior ad.

### Ad Sizes and Prices

Single photo \$50

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

1/6 page \$75

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

1/4 page \$100

These ads measure approximately 3.75" W x 5.25" H. There is space for up to four photos (but they will be fairly small on the four-photo layout).

1/2 page \$150

These ads measure approximately 8" W x 5.25" H. There is space for up to six photos (but the more photos, the smaller each photo will be) OR a longer message (100+ words).

Full page \$250

These ads measure approximately 8" W x 11" H. There is space for up to 10 photos OR a longer message (100+ words).

### Ready to order your ad?

Get the complete packet and order form from your English teacher, the front office, 2011 (before or after school) or 2120.

#### FAQ

Q: What is a senior ad?

A: A senior ad is an ad purchased to honor a senior. They usually feature a picture or pictures of the senior and a message from the person who bought the ad.

Q: I am having my senior portraits made with a photographer in the spring. Can I wait to send my materials?

A: Our deadline to send this set of pages to the printer is in the fall, so we cannot accept materials past the deadline.

Q: Why are these so expensive?

A: We have actually priced the ads below the cost per page in the yearbook. We do other fundraising throughout the year to help pay for the book (which is also priced below cost).