

# International Academy West

## Senior Portraits Yearbook Specs

What are the yearbook and composite picture specifications?

**Size:** 2  $\frac{1}{4}$ " x 3" COLOR photo (no Black & White, Sepia, etc.)

**Head:** 1  $\frac{1}{4}$ "

**Head-Top:**  $\frac{1}{2}$ "

**Finish:** Glossy

**Pose:** Head-and-shoulder shot looking at the camera  
(Very similar to passport photo requirements)

**Background:** Traditional, neutral (blue/gray), & solid background only

**Other:** Absolutely no hands to face in pose, no fade or reflection effects,  
no extreme close ups, no "nature" shots, no pets, no chairs, no hats

Digital copies are encouraged for yearbook and/or composite photos.



**Correct!**



**No!**  
Wrong background.  
Too far away.



**No!**  
Hands to face.  
Too close.



**No!**  
Wrong pose.  
Wrong background.  
Wrong orientation.

What is the due date for senior pictures?

The deadline for turning in your Senior Portrait for the yearbook is

**Thursday October 31, 2019**

## 1) What is the purpose of these specifications?

The yearbook is a professional publication that reaches a large audience: our student body, our community, and beyond. That, along with production costs of over \$20,000, requires us to mandate uniform standards for all pictures. In order to assure uniformity we follow standard journalistic guidelines.

While the traditional head-and-shoulders shot outlined above is required for the yearbook, we naturally encourage you to exercise your creativity for your personal senior portraits and encourage you to **purchase creative space in the Parent Pride Advertisement section.**

## 2) What if I can't afford the sitting fee or the picture packages?

The International Academy West has provisions in place for this scenario. Contact the yearbook adviser, **Mrs. Webster** [dwebster@bloomfield.org](mailto:dwebster@bloomfield.org), directly for further information.

## 3) What if I decide to take my own picture with my own camera?

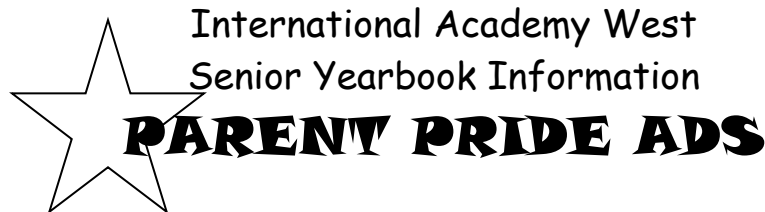
Any self-taken portraits must follow the guidelines above and be cut down to the  $2 \frac{1}{4}$  " x 3" size. Please be aware, however, that we reserve the right to refuse any pictures that do not look professional or appropriate for the yearbook.

## 4) What will happen if I do not turn in a senior picture at all?

We may use your school ID picture! Therefore, if you have not had your senior picture taken by registration day, make sure that your ID picture looks nice (no t-shirts) in case we have to use it in the senior section.

## 5) When & where do I turn my senior picture in?

Turn them in to the Yearbook Advisor, Ms. Webster, [dwebster@bloomfield.org](mailto:dwebster@bloomfield.org) any time up until the **October 31, 2018** deadline.



Dear Parent,

If you are looking for a way to publicly recognize your senior student, a personal ad in the yearbook is a great way to do it.

Whether your student is a graduating senior, or has a special accomplishment - athletic, academic, or personal - a parent pride or senior tribute ad lets you recognize them with photos, sentiments, or both.

Due to the increased demands for additional space for enrichments and Buddy Ads, the Parent Pride Ads will come in a variety of sizes and are available in several price ranges. I have enclosed a brochure with examples of ads, as well as the rate sheet to show you the ad prices and the number of photos recommended.

Placement of these messages will be on a first come, first served basis because the space is limited. **We are offering the parents of senior's first opportunity to purchase before we open it up to students for Buddy Ads.** Deadline for priority placement is **January 31, 2018**. After that timeframe, it will be based on space availability.

We ask that you make your checks payable to International Academy West. To reserve your space and insure your Pride Ad gets in the yearbook, we will start accepting the ads in **Mr. Brueck's** mailbox in the main office immediately. We will also accept the orders via mail. **Please include: your check payable to International Academy West, the first and last name of the student you are purchasing for, photos to be used (please do not paste or cut your photos) and your personal message.**

**Send envelopes to:**

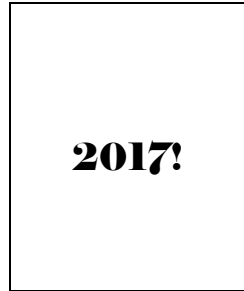
**International Academy West  
Attention: Yearbook Advisor  
1630 Bogie Lake Rd.  
White Lake, MI 48383**

# International Academy West

## Parent Pride & Buddy Ad Sizes

Full Page Ad: \$250.00

(Recommended # of photos: 8)



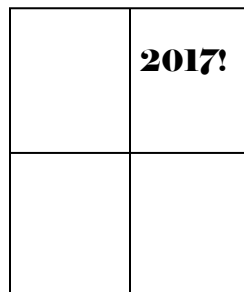
Half Page Ad: \$150.00

(Recommended # of photos: 5)



1/4 Page Ad: \$90.00

(Recommended # of photos: 3)



Business Card Size Ad: \$55.00

(Recommended # of photos: 1)



\*\*\* Please be reasonable with the length of the text. IA West Yearbook Staff reserves the right to edit messages for length, grammar, spelling, and appropriateness. The staff will design all ads and will choose layouts and fonts. Please remember that the photos cannot be returned until after the yearbook has been published. Do not expect to receive the photos back until June 2016. Please make sure all photos are labeled with names, addresses, and a phone number as well as the number of photos you are submitting.

# **PRICES FOR YEARBOOK Parent Pride and/or Buddy Ads**

<b>AD Size</b>		<b>Selling Price</b>
<b>1/8<sup>th</sup></b> page ad	(1 photo)	\$55.00
<b>1/4<sup>th</sup></b> page ad	(3 photos)	\$90.00
<b>1/2</b> page ad	(5 photos)	\$150.00
<b>Full</b> page ad	(8 photos)	\$250.00

- We do not accept parent ads created on the computer without providing a disclaimer as to the quality of the printed ad.
- We do reserve the right to reject ads that are not properly sized for the purchased space.
- We do specify that the photographs for the ad be on glossy photo paper - NOT matte finished paper.
- We do limit the number of photos in the ad - the smaller the ad, the fewer the photographs.
- We reserve the right to edit and copy.
- We reserve the right to reject ads that are not appropriate or have objectionable language or photos.

.....**Parent Pride/Buddy Ad.....**  
**ORDER FORM**

To guarantee Pride Ad placement for desired ad size, ads must be received ASAP / first come, first served.

.....  
***Final Deadline: January 31, 2018***

Please complete one form per student and per ad size. If purchasing more than one ad or ad size, please duplicate the form as needed and place in a separate envelope.

Mail or hand deliver form with checks payable to International Academy West

**International Academy West  
Attention: Yearbook Advisor  
1630 Bogie Lake Rd.  
White Lake, MI 48383**

Student Information (Please Print)

Name:

Home Address:

City:

State/Zip:

Person to contact if questions arise:

Phone number of person purchasing:

Ad size:

Number of Photos:

Ad Price:

Message: Write below or attach copy