

NORTHWEST RANKIN HIGH SCHOOL LANDMARK
5805 HIGHWAY 25 FLOWOOD, MS 39232

Parents of the class of 2020,

It is time to begin gathering pictures for your child's senior ad for the yearbook!!

The prices for senior ads are:

1/8 page = \$50 – 1 or 2 pictures plus message

1/4 page = \$100 – 1 - 5 pictures plus message

1/2 page = \$150 – 1 - 10 pictures plus message

Full page = \$250 – 1 – 20 pictures plus message

Please choose the size ad you wish to purchase then select the pictures that you want to include. Pictures and message may be submitted in the following ways: (jump drives and original pics will be returned)

1. Saved to a CD or jump drive in a .JPG format. Message in a Word document.
2. Original picture(s) for the yearbook staff to scan. All original photographs should be labeled with the name of the student on the back of each picture submitted. Include a typed message. All pictures and message should be placed in an envelope with your child's name, your name, and your cell number printed on the outside.
3. Print Ready: "Ad already designed". Must meet these dimensions: Full Page: 8.5 x 11; Half page: 8.5 x 5.5; quarter page: 4.25' x 5.5'; 1/8 page: 2.125' x 2.75'. Print ready ads must be submitted in .JPG file format ONLY.*(see #3 at bottom of page)

The deadline for senior ads is Tuesday, October 1, 2019. Once your child's ad is completed, you will receive an email from Kalea White or Grace Mercer asking you to proof the ad before submission to the publisher. **Please provide an email that you check regularly.** After proofing the design, please respond within 24 hours indicating the page is "good to go" or noting any changes that need to be made. If you have any questions, please contact Kalea White at kal500@rcsd.ms or Grace Mercer at gra202@rcsd.ms.

If you have not purchased your child's yearbook when you submit the senior ad, you may add an additional \$50 will be added to the purchase price to cover the cost of the yearbook (ie you need only write one check!). This cost includes your child's name stamped on the cover (free of charge to all seniors).

To help make your job easier in choosing pictures, remember these tips:

1. Pictures that are blurry and of poor quality cannot be fixed. They will look the same when published.
2. Pictures that are too dark CAN be lightened, but this may enhance any grainy appearances.
3. You (or a professional photographer) are more than welcome to design your child's senior ad the way you want. This way you may use as many pictures as you wish. Note!: All pictures must have an image resolution of 300. The file must be saved as a.jpg file. It can then be emailed to a yearbook advisor by the deadline.

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Please print this page. This agreement must be submitted with your order.

2019-2020 Senior Ad Advertising Agreement

This agreement authorizes Northwest Rankin High School Landmark staff to publish an advertisement in the yearbook, subject to the following specifications and conditions.

Size:

_____ full page -- \$250
_____ ½ page -- \$150
_____ ¼ page -- \$100
_____ 1/8 page -- \$50

Payment Type:

___ CASH ___ CHECK
Cash Amount Submitted _____
Amount of Check \$ _____ and CK # _____
Date paid: _____

Include cost of yearbook? Y (\$50) N (yearbook already purchased)

Senior's Name (how it will appear on the ad)

Contact Person's Name: _____

Cell Phone: _____

Email (list one most often used): _____

_____ Please check here if the ad is being submitted print-ready by you or a professional photographer.

(if you are using a professional, please identify: _____)

Video message Included _____ YES _____ NO

In the space below, please include any special/additional instructions. (if necessary)

STAFF USE ONLY: FOLDER CREATED _____ PAGE NUMBER FOR LADDER _____

DATE PICTURES AND MESSAGE PLACED IN FOLDER _____

DATE PAGE COMPLETED _____ AND STAFF MEMBER'S INITIALS _____

DATE PDF FILE EMAILED TO PARENTS _____ REPLY RECEIVED _____