

SENIOR YEARBOOK INFORMATION

SENIORS' ADS FOR YEARBOOK: As many of you parents have seen, we offer space in the yearbook for you to write something to your senior and place pictures of them in various stages of life. These are paid ads to help offset the cost of the yearbook. You have two options for this ad: you can create something on the computer and send it in for scanning, or you can send in the hard copy or digital photos and the text you want and leave it up to our yearbook designers to do the rest. In order to leave enough space in the yearbook for these ads, I am asking that you reserve a space now by paying via **SmartTuition** on the NDP website (www.ndpsaints.org > Parents on top left > Tuition Payments. We continue to allow a ¼-page ad option due to the economic times, but these ads will have specific guidelines as a result of design issues. The cost is as follows:

- ¼ page ad \$150.00 (4.5x6 inches)
- ½ page ad \$225.00 (9x6 inches)
- Full page ad \$425.00 (9x12 inches)

More information about the ads and their creation is below. Space is limited, so get your order in early.

BABY PICTURES NEEDED FOR YEARBOOK: As part of our senior page layouts, we put your child's toddler photo (2 to 4 years, please) next to the senior portrait. This is something that all the seniors enjoy seeing each year. I need you to send in a hard copy of a baby photo no big than 8x10 inches, with your child's name on the back, or email Mrs. Strolc a JPEG or PDF of the photo. It will be kept safe and all hard copies are returned as soon as the pages are proofed. Baby pictures are due by October 31, 2019. After that, we cannot guarantee that your senior's baby photo will be in the yearbook.

FAQs about Yearbook Ads

Do I have to get my ad designed by a professional?

There are 3 ways you can send in your child's ad to the NDP yearbook staff:

1. You can design it yourself (or have someone outside of school do it) on the correct size page, save it as a PDF or JPEG and send it via email to Mrs. Strolc. If you use a program like PowerPoint or Publisher, please make sure you save the final copy as a PDF.
2. You can send in the photos and the text via email, along with specific directions for picture placement and color of background, and any other specific directions pertaining to the ad.
3. You can send in the photos and the text and trust our staff to create the very best ad we can. After several years of experience, we recommend you allow us to design the ad. The yearbook staff is very talented and will treat your ad as if it was their own ad. We know the newest design trends and will really make your senior's ad pop.

I won't be designing the ad at home; I'll let your staff do it. How do I send in the photos and text?

Scan your photos at home, and email them as JPEGs, PNGs or PDFs along with a word document containing the message to be placed on the ad to Mrs. Strolc at rstrolic@ndpsaints.org.

I'm not sure how to decide on what kind of ad to do.

The best way to think of how you want your ad designed is to look earlier yearbooks. Students here designed most of the ads at NDP and we can recreate a layout to your satisfaction.

When is the last day I can turn in payment for the ad?

November 15, 2019 is the last day, unless there are extenuating circumstances.

When is the last day I can turn in the materials for the ad?

The deadline for turning in all materials for your senior's ad, or the completed ad as a JPEG or PDF at 300 dpi via email, is December 15, 2019. If there are some specific reasons why you may not make this deadline, please email Mrs. Strolc directly.

I want to use a photo from my senior's portrait sitting, but it hasn't been sent to me yet. What do I do?

Send in the proof copy so we can design the ad with the photo placed in it. We will place your senior's ad in a later deadline and then you can get us the copy without the proof label when you receive it.

How big is a quarter page ad in the book? If I make my own ad, do I make it exactly this size?

A quarter page is 4.5x6 inches. You should create your ad on this size, as long as it is laid out in the portrait mode. Our yearbook software allows us to place the ad proportionately on the page with no bleed on the page.

How big is a half-page ad in the book? If I make my own ad, do I make it exactly this size?

A half page is 9x6 inches. You should create your ad on this size, as long as it is laid out in the landscape mode. Our yearbook software allows us to place the ad proportionately on the page with no bleed on the page.

How big is a full-page ad in the book? If I make my own ad, do I make it exactly this size?

A full-page ad is 9x12 inches. Yes, you should size the paper to 9x12 inches. Our yearbook software allows us to place the ad proportionately on the page with no bleed on the page.

I want things cropped out of my child's photos. Can you do that or do I have to?

We can use PhotoShop to crop out unwanted images from your photos. You simply need to give us instructions as to what you want taken out.

How many photos fit comfortably on a quarter page ad?

No more than **2** photos should be placed on a quarter page ad.

How many photos fit comfortably on a half-page ad?

No more than **6** photos should be placed on a half-page ad.

How many photos fit comfortably on a full-page ad?

No more than **10** photos should be placed on a full-page ad.

Is there a limit to how much text can be on the ad?

You want to limit the amount of text unless you want it to be such a tiny font that it can't be read. A good rule of thumb is no more than 250 characters (including spaces) for a half page ad and no more than 600 characters (including spaces) for a full-page ad. You may have more text if you limit your number of photos.

I am at a loss on how to do this ad. How can you help me?

Email Mrs. Strolc (rstrolic@ndpsaints.org) to set up an appointment to design your ad to your specifications.