

# Everything You Ever (Never?) Wanted to Know About Senior Ads!

Q. Will the yearbook staff design my ad or do I have to do it myself?

A. We will most definitely design your ad. If you look in the back of recent yearbooks, 90% of the ads you see were designed by yearbook staff members. We have standard sizes and fonts that we use and we follow sound layout principles in designing your ad. You can request a certain layout/design/color scheme and we will do our best to honor it, but we can't guarantee it (but we can usually get pretty close). There are some things that are done the same in ALL ads, but we can usually accommodate your requests (within reason). That being said, if you desire an extremely complex design or very specific elements, you may want to pay a professional to do your ad. There are several companies in the area that provide this service. If you choose to have someone other than the yearbook staff design your ad or if you design it yourself, the ad needs to be SUBMITTED ON A FLASHDRIVE (not CD) AS A JPEG FILE, not a PDF. We cannot accept PDF versions of your ad OR ads created in MS Word or PowerPoint. They must be created in a design program that can save as a jpeg file. If the person designing your ad doesn't know what this means, you probably don't want them designing your ad. **The designer can also EMAIL jpegs of the ads to senioradsmhs@gmail.com. Please ask them to label the files with last name, first name of the student. Professional photographers can also send individual pictures for the ads to senioradsmhs@gmail.com labeled with last name, first name. Please tell them that if they do not receive a reply from us within a day or two, we probably have not received the pictures or ad and they need to confirm receipt.**

Q. What do I need to give you for my ad?

A. We need 1. payment 2. a completed contract 3. your pictures saved as jpeg files to a LABELED FLASHDRIVE (no CDs or DVDs will be accepted, as we no longer have computers with CD drives) 4. the text you would like to put in your ad 5. any special instructions/sketches of the ad you would like. This all needs to be submitted TOGETHER BY 3:30 on SEPTEMBER 10 in R206. Keep in mind, when we design the ads, we keep pictures as large as possible and close together to fill the ad space. Also, we can crop/size pictures as needed, but there are some limitations to what pictures will fit into what spaces. **Please do not ask for an extension beyond the Sept 10 deadline, as we are on a very limited time schedule for getting the ads finished and to the publisher. Ads turned in after Sept. 10 will not be accepted and/or will be put on a very limited waiting list.**

Q. How do I get actual, printed pictures transferred to a flashdrive?

A. The best way is to take the pictures to Walgreens or Costco or someplace similar and ask them to scan them for you and save them as jpeg files to a flashdrive or CD (if CD, you will need to move those files to a flashdrive to give us). They will not copy pictures that have a studio name printed on the picture because of copyright issues, but otherwise, they should be able to scan your pictures. If you have your own scanner, you may scan the pictures and save them to a flashdrive. Make sure the scanner is a good quality, high resolution scanner; otherwise, your pictures will be blurry and grainy. If you scan the pictures yourself, they must be scanned individually and saved as INDIVIDUAL jpeg files, not copy and pasted into a document of any kind. Photos taken on phones are often not high enough quality to print any larger than a few inches, so please keep this in mind. PLEASE PUT THE STUDENT'S LAST NAME DIRECTLY ON THE FLASHDRIVE WITH SHARPIE and attach the flashdrive in a an envelope or ziplock to the contract.

Q. How many pictures should I submit?

A. This depends on the size of your ad, the size of the pictures (we can make pictures bigger or smaller - you don't have to do that part) and the amount of text you want in the ad. The best way to determine how many pictures you can fit in your ad is to first write the text you want placed in the ad, then find an ad in a recent yearbook that is the same size you are purchasing and has a comparable amount of text. Then see how many pictures fit in the space by looking for ads with a comparable number of pictures.

Q. Is there anything you do NOT allow?

A. So glad you asked! We STRONGLY discourage "collage" ads (pictures stacked on top of each other or photos that have literally been cut into shapes and scanned) and will not design such an ad. Students appearing in the ad must be appropriately dressed. Any pictures with weapons, alcohol, drugs, e-cigs or nicotine products, or anything that could even be construed as such, are not allowed. Obscene gestures or language or inappropriate "inside jokes" within text are not allowed. Any picture or text may be deemed inappropriate and removed from the ad as determined by the yearbook adviser and/or principals.

\*\*\*\*PLEASE MAKE SURE YOU WATCH FOR AN EMAIL WITH A PDF OF YOUR AD AND APPROVE IT ASAP. This is very important and will help ensure that your ad is correct and complete. Remember, ads are due Sept. 10, the Thursday after Labor Day. Thanks very much!