
Green Hope High School • 2500 Carpenter Upchurch Road • (919) 380-3700

Please read all packet instructions before filling out this sheet or submitting your ad!

The time has come to purchase your son or daughter's senior ad for this year's yearbook. Green Hope's Talon staff would like to offer you the chance to remember your graduate with personal messages, childhood photos, and recent pictures. All ads will be in full color, and please read all the materials enclosed to ensure you will get the best ad possible.

Please be advised: Submit only copies or digital images! We can no longer guarantee return of your photos; however, contact the Senior Ads Editor if you would like to pick up your materials at the end of the 2016-17 school year.

Student Name (who the ad is for): _____

Name of Ad Purchaser (who is buying the ad): _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

E-mail of purchaser: _____ Phone: _____

Is this ad to be kept a secret (circle one): Yes or No Size Purchased (circle one): $\frac{1}{8}$ $\frac{1}{4}$ $\frac{1}{2}$ full

***Photo instructions, requests, comments (you may submit these on a separate sheet of paper if you need more room):**

***Words/text to be included in your ad: (You may submit text on a separate sheet of paper if you need more room):**

***Please remember that we are a student run publication. We take pride in our book and make every effort to ensure that your ad is perfect; however, we cannot refund money because of typos and other small errors. Please write legibly. The yearbook staff reserves the right to change or rearrange any ad that is not appropriate for the yearbook without notifying you, but the staff will always try to contact you with questions or concerns. This includes but is not limited to the exclusion of photos and text that may be deemed inappropriate by staff or adviser. YOU WILL RECEIVE A PROOF OF YOUR STUDENT'S SENIOR AD THROUGH EMAIL, AND YOU WILL HAVE 24 HOURS TO RESPOND WITH APPROVAL OR CHANGES. If we do not get a response, we have the right to submit the ad as-is.**

Signed Name: _____

By signing above, I agree to all the terms and conditions stated in the entire ad packet. I have read all instructions before signing, creating, and submitting my ad!

Directions for creating and submitting your ad:

The Talon Yearbook Staff's suggestions for the highest quality ad:

- Send in your pictures on a flash drive (scan old pictures into computer) and name each picture with a number or a letter that corresponds to a rough drawing of where you want your text and pictures to be. If you scan your pictures, please adjust your scanner and scan them at a resolution of 300 to 400 dpi. A low-resolution scan will not allow us to enlarge the pictures enough for print quality.
- We suggest the following number of pictures for the ad size chosen:
 - 1/8 = 1-2 pictures; horizontal ad (approx. 3000 x 1650 pixels)
 - 1/4 = 2-4 pictures; vertical ad (approx.. 2900 x 3500 pixels)
 - 1/2 = 4-8 pictures; horizontal ad (approx.. 6000 x 3500 pixels)
 - Full = up to 12 or more pictures; vertical ad (6000 x 7150 pixels)
- Specify how you want your child's name written and where. If you do not specify a place for the name, we will put it in for you. *All ads will include student name unless you specifically tell us not to include it!
- The words you want to include in your ad are called "copy." Submit copy (typed or neatly handwritten) exactly the way you want it on your ad, or specifically describe the format you wish for the text to be featured. (Centered, color, font, etc.) We will match requests as best we can.
- You may use a few lines of a song or poem, but you may not use more than **3 lines** of original text as doing so violates copyright laws making it illegal for us to publish. Also, no matter how much of a text you quote, you **must cite** an author. If the author is anonymous, you still need to cite that. If there is no citation, we will have to create the citation for you and add it to your layout.
- Specify any colors you would like featured on your spread whether it be background, borders around pictures, text color, etc. **All ads are printed in full color!**
- ***If you know a student on the yearbook staff and would like to request that he/she create your ad, please write his/her name on the information sheet somewhere so it can easily be identified!***

Other options for design:

- If you choose, you may leave the layout design of your ad to be created by the yearbook staff. This would mean we would choose the placement of pictures, placement of writing, font, colors, and anything else included in the ad.
- If you choose, you may leave just the placement of the pictures and writing of your ad to be created by the yearbook staff. In this case, please submit colors you would like, font choices, and any other preferences.
- When creating a design, please pay close attention to the orientation of your layout. (See the Yearbook Staff's Suggestions box for specific orientations.) It is very difficult for the staff to recreate a layout if you submitted a vertical design on a horizontal layout.
- We cannot accept any ad produced in PowerPoint, Publisher, Word, PageMaker, InDesign, or any other software. Your ad, if submitted digitally, must be a JPEG with a resolution of 400. If you are unsure of how to do this, then please submit your text and pictures to the staff for them to create.

For Pictures:

- Please keep in mind: the yearbook staff is not responsible for returning any hard copies or digital copies of pictures. We recommend submitting either copies of original pictures or digital copies on a CD or flash drive.
- If you do choose to submit a copy of original photography, we do not recommend computer generated inkjet photo images on plain paper as they cannot be reproduced in a high enough quality. Instead, have your photos reproduced at a photography shop (i.e. CVS, Walgreens, Target) for best quality or scanned at a resolution of 300 to 400 dpi and saved on a CD that you can submit.
- We will enlarge or reduce your photos as necessary to fit your design or request. We ask that you do not cut your photographs in any way, but instead write us a clear note on how you would like the photograph to be cropped. We can crop out people, background space, etc. if instructions are reasonable.
- We cannot include any pictures that contain vulgar language or allude to illegal activities. All ads are subject to school approval.

For Text and Type Faces: (all written words/text on an ad will be hereon referred to as “copy”)

- You can type and print or neatly handwrite your copy on the ad order form.
- We can choose a font (typeface) for your copy when we compose your ad. (Let us know if you want a fun font, a script font, a serious font, a sophisticated font, etc.) If you have a specific font that you would like you may submit an example and name of that font and we will match it to the best of our ability. We will also correct grammar, punctuation and spelling errors. Therefore, if a word needs to be spelled a certain way and it is not the typical way to spell that word, make sure we know it.
- Take into account the size of your ad when writing your message to your child. A large quantity of text in any ad will end up being set in very small type, which may not be easy to read.

NEW THIS YEAR: PAY FOR YOUR AD ONLINE!!!

<http://jostensadservice.com/?REF=A01075479>

Prices of ads submitted in full or postmarked by **November 1**. Early ads must be complete to receive the discount. **NO INCOMPLETE ads will receive the following discounted prices.**

| Sizes | Prices |
|-----------|--------|
| 1/8 page | \$75 |
| 1/4 page | \$125 |
| 1/2 page | \$200 |
| Full Page | \$350 |

Prices of ads submitted between **November 2** and **January 31** (This is the second and final deadline for ads. All ads must be turned in completely by **January 31** to be printed in the yearbook. There are no refunds for incomplete ads.)

| Sizes | Prices |
|-----------|--------|
| 1/8 page | \$110 |
| 1/4 page | \$160 |
| 1/2 page | \$235 |
| Full Page | \$385 |

Should you completely miss the senior ad deadline, we may be able to offer a senior ad depending on available space. The price for these ads, if available, increases by \$35. Contact Ms. Weeks directly eweeks@wcpss.net

Checklist to make the process easier!

- _____ Choose your photos.
- _____ Write the text (remember no more than 3 lines of quoted text!)
- _____ Create your layout **OR** write any instructions you have for the yearbook staff member to create the layout.
- _____ Submit the materials to the yearbook staff and follow all instructions on the previous page with your complete order form.

CIRCLE the format(s) in which you are submitting materials:

Flash Drive Hard Copies

- _____ Make sure we can contact you by **email** (preferable) or by phone.
- _____ **Pay for your senior ad online at <http://jostensadservice.com/?REF=A01075479>**
- _____ **DID YOU ALSO BUY A YEARBOOK?! www.jostensyearbooks.com**
- _____ Enjoy senior year. It will go by so fast!!!

I have submitted my payment online at <http://jostensadservice.com/?REF=A01075479> for a

_____ size ad: \$ _____
(size) (cost)

_____ Initial to signify that payment has been submitted online and attach copy of online receipt of payment.

Ad materials can be mailed to GHHS Attn: Clarke Weeks, Yearbook Adviser Room 3318 or dropped off at the school.

***Please write the following on the outside of the envelope of materials:**

- 1) Name of student that will be featured in the ad**
- 2) Size of Ad**
- 3) Date of payment submitted online**
- 4) “Secret ad” or “NOT a secret”**
(this allows the staff to know whether we can ask your senior design preferences or not!)