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

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**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 2017-18 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):**

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

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**\*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  
1/4 = 2-4 pictures; vertical ad  
1/2 = 4-8 pictures; horizontal ad, **if you are sending a pre-made senior ad, the dimensions have to be 6000px to 35000 px**  
Full = up to 12 or more pictures; vertical ad
- Specify how you want your child's name written and where (this can be included on the layout drawing). 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.
- Submitting a collage is always an option that we do accept, but do not recommend. When submitting a collage, remember that they do not always reproduce well when scanned into a computer and we cannot be responsible for the image quality problems that arise. If you choose to submit a collage it may be submitted in two different ways: you can make up the layout of the collage on a page no larger than 8½ inches by 11 inches and we will scan it into our program, or you may produce a collage in Photoshop and submit as a JPEG file at a resolution of 400. A recommended alternative to a collage would be to submit a detailed and specific design, with the pictures and writing separate, in which we could recreate in the yearbook program.

- 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. In June, you may contact the adviser to pick up flash drives or photos if you wish.
- 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.
- Please do not email us your pictures.
- 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.
- Do not cut copy out of regular paper and glue or tape it to your ad. It will not scan well and you will not be happy with the results. The ink will not show up legibly. Instead, let us type it in for you.

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

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

**Prices of ads submitted in full or postmarked by **October 31**. 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



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!)