

## CREATE A SPECIAL PAGE IN THE YEARBOOK FOR YOUR SENIORS!

The DeSoto Central High School yearbook, DC Roar, is once again selling advertisement space to parents of seniors. These ads make the yearbook more memorable and special for our upcoming graduates. The yearbook will be all color and will contain a special tribute to your senior if you choose to purchase space. Listed below are the prices and sizes of the ads being sold.

	<u>Cost</u>	<u>Size</u>
Full Page Ad	\$300	47 pica x 60 pica
½ Page Ad	\$200	47 pica x 30 pica
¼ Page Ad	\$120	22 pica x 30 pica

In order to maintain the “look” of the yearbook we have guidelines that everyone must follow.

- Due to printing issues, no self-made ads will be accepted. An ad created by a professional photographer may be submitted, but only if it is sent to us directly from the photographer.
- Pictures are limited to 5 on a full page, 3 on ½ page, 1 on ¼ page.
- Pictures must be whole pictures and not cut from a snapshot; no collages are allowed. They must also be in good taste. Administration will have final approval on all ads including pictures and wording.
- Pictures can be in color. Black and white pictures are acceptable but will appear black and white in the book.
- You should have text in your ad. Remember that font style is ultimately based on availability. We will do our best to get as close as possible to what you want; however, we have the final decision based on available choices.
- Limiting the amount of writing on your ad makes it less crowded and more visually appealing. Wording should be limited to 150 words for full ads, 125 words for ½ page ads, 100 words for ¼ page ads.
- NO BUSINESS may be mentioned in the ads.
- Senior ads are taken on a first come, first serve basis. Space is limited so submit your request early as possible. Keep in mind that ad space can sell out before the due date.
- Only those ads with complete information will be accepted (payment, pictures, and contract).

Contact Stephanie Risher, yearbook sponsor, by email with questions at [stephanie.risher@dcsms.org](mailto:stephanie.risher@dcsms.org)

Senior Ad Contract

ABSOLUTE DEADLINE for ad orders and payment is Friday, September 16<sup>th</sup>. Ad space can sell out before the due date so get your ad in as soon as possible.

Name of the person purchasing ad _____
Home phone # _____ Alternative # _____
Name of Senior (s) in ad _____
Can we discuss the ad with the Senior? _____

<u>Ad Size:</u> _____ ¼ page - \$120 _____ ½ page - \$200 _____ full page - \$300	<u>Preferences:</u> Favorite Color _____ Least Favorite Color _____ Additional Info _____
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Total pictures enclosed _____ Method of submission _____ CD _____ Pictures
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Amount paid _____ Cash _____ or check # _____ Checks are made payable to DCHS.
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Directions:

1. Complete the information listed above.
2. Use a separate sheet of paper to draw a general description of how you would like your ad to look or provide a printout.
  - a. All ads digitally designed by the purchaser should be the required print size
  - b. Your name must be clearly printed on the CD or CD case.
3. Include all images you wish to use in the ad. All digital images should be saved as JPEG files. If you do not have digital images, printed photos can be submitted for scanning. Keep in mind the high quality of the image, the better it will look printed. Pictures printed on a home printer are often poor quality and may not be used.
4. Place all information in a manila envelope and return to Mrs. Risher in room B25.

**PARTIAL PAYMENTS OR PARTS OF THE AD MAY NOT BE TURNED IN. FULL PAYMENT MUST BE TURNED IN WITH AD CONTRACT.**

If the yearbook staff has any question, we will contact the ad purchaser at the above telephone numbers.

**If you would like to preview your child's ad, an appointment must be made with Mrs. Risher at [stephanie.risher@dcms.org](mailto:stephanie.risher@dcms.org)**