

2021 Conway High School Senior Ad Contract

The final deadline for ad form, payment, and materials is **September 25. NO EXCEPTIONS. EVEN IF YOUR AD IS BEING SENT BY A PHOTOGRAPHER, FORM AND MONEY ARE DUE BY THIS DATE.** Forms, payment, and materials should be delivered directly to the yearbook staff room, 601 in the Annex, during 4th-7th periods and after school only. **Because of the unpredictability of this year, we would appreciate you turning in materials as early as possible.** Mrs. Bratton will be available in the main building lobby until 3:15 on the due date to take materials.

Ad Size Requested:

_____ **Full (\$250)** _____ **Half (\$150)** _____ **Quarter (\$75)**

PLEASE PRINT

Student's Name (as it should appear on the Ad)

Parent/Purchaser's Name

Contact Number (Text? Y or N)

Email Address (required to receive proof)

Please attach your materials/message to this sheet. Indicate how we will be getting your materials if not attached. _____

Providing a custom page-ready ad? Please indicate the designer or photography studio, and provide their contact information here:

Designer _____	Contact Info _____
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Please make sure your photographer or designer is aware of the deadline policy. If we do not have your custom page-ready ad by the photographer deadline, your student will be photographed on campus for their ad. Information about specific ads is available on the back of this sheet.

If you have any questions or concerns, please contact chsyearbook@conwayschools.net.

All email correspondence should include the student's name in the subject line.

This ad purchase form is a **binding contract**. Ads are non-refundable and non-transferrable. An ad will be placed in the yearbook for the student whose name appears above according to the information on and attached to this form. It is your responsibility to contact the yearbook staff **before the sale deadline** with any questions. Our publisher's deadlines do not allow late ads or materials.

Purchaser Signature: _____	Date: _____
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STAFF USE:	Cash _____	Check _____	Will Email _____	Disc/Flash _____	Hard Copies _____
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2021 Conway High School Senior Ad Information

- Because of the strict publisher deadlines, we highly recommend you take senior pictures (if using an outside photographer) as soon as possible. If you haven't taken them by the ad deadline, there will not be time for us to wait on your pictures.
- For staff designed ads, **photos and message are due upon payment.**
 - ¼ page ads can include up to three photos.
 - ½ page ads can include up to five photos.
 - Full page ads can include up to seven photos.
 - If more than the maximum is submitted, we will choose the best photos to create the design.
 - Please be aware that the smaller the ad, the smaller your pictures and text will appear; therefore, you might want to keep messages brief for smaller ads.
 - Ad sizes and prices are for the purchase of one single ad, not two smaller ads, etc. If students wish to share a single ad, that is fine, but buyers cannot join up to purchase two separate ads to be featured on the same page. Ads are grouped and designed by students according to state frameworks.
- If you or your photographer are emailing or scanning any photos for your staff-designed ad, please note they should be at least 300 dpi. Photos pulled from social media are normally 72-96 dpi and are not recommended.
- Please label all photos, CDs, and flash drives.
 - Do not tape, glue, or cut photos.
 - We will not edit your photos for cosmetic reasons (clearing skin, removing wrinkles in clothing, whitening teeth, etc.) Pictures will be used as you send them.
 - Do not send irreplaceable photos. Care will be taken to return photos, but the yearbook staff and advisor cannot be responsible for lost or damaged photos.
 - Photos, CDs, and flash drives will be returned when yearbooks are distributed this spring. Please contact us if other arrangements are necessary.
- Please respect our school rules when selecting photos.
 - Clothing must meet school dress code standards. No drugs, weapons, or alcohol references. We reserve the right to make editorial decisions regarding content and accuracy.
- If you, your photographer, or another designer is designing your ad, please let them know of the deadline of **October 9**. THIS IS FIRM. Make sure you communicate ad requirements to your designer. We will always reply to email correspondence with designers to confirm receipt of files.
- The ad dimensions are the following:
 - Full - 8.5x11.33 inches (vertical)
 - Half - 8.5x5.58 inches (horizontal)
 - Quarter - 4.17x5.58 inches (vertical)
- If the yearbook staff has designed your ad, you will receive a proof by email no later than **October 23**.
 - If you do not receive a proof from us by that date, please contact us ASAP. (*student name in subject line*)
 - If the email address is not a working address, we will attempt to reach you using the phone number(s) on this form.
 - If we do not receive a response from you within three days using the contact information on this form, we will proceed with the ad as it is designed. We will only have 3 days from the email send date to make changes to the ad.
 - We do not send proofs for ads that we did not design. Please speak to your photographer or designer to see those proofs.

SENIOR AD INFORMATION QUICK REFERENCE

It is very important that all questions about senior ads be addressed BEFORE the final due date. That day is reserved for collecting money and contracts. Any time after that date, the staff will be working on ad layouts and design. It is never too soon to begin asking questions, but be aware of these dates and what is expected for each of them.

<p style="text-align: center;"><u>SEPTEMBER 25</u></p>	<p>This is the OFFICIAL FINAL DATE for payment and materials. By this date you should commit to one of these options:</p> <ol style="list-style-type: none"> 1. TURN IN CONTRACT/PAYMENT and material for the yearbook staff to design the ad. This includes pictures, messages, preferences for design. 2. TURN IN CONTRACT/PAYMENT and contact information for the professional who will be designing your ad. <p><i>*Please note that no matter the option, your money and contract are due before the end of the school day September 25.*</i></p>
<p style="text-align: center;"><u>OCTOBER 9</u></p>	<p><i>*This date only applies to people who chose Option 2 above.*</i></p> <p>This is the OFFICIAL FINAL DATE for people who chose option 2 to have the designer send the COMPLETED AD to the yearbook staff. TELL YOUR PHOTOGRAPHER OR DESIGNER OF THIS DATE ASAP. <u>Reminder:</u> If your designer has not sent the ad by this date, we will send a staff photographer to take pictures of the student and begin designing an ad for them in order to comply with our deadlines.</p>
<p style="text-align: center;"><u>OCTOBER 23</u></p>	<p><i>*This date only applies to people who chose option 1 above.*</i></p> <p>You will have received a proof of your ad via the email address on your contract by this date. If you haven't heard from us by this date, you need to contact us ASAP about your proof. Proofs must be approved within 3 days of the proof email being sent.</p>