

Senior Advertising Packet for the 2011 *Titan Pride*

DEADLINE OCTOBER 13 DEADLINE OCTOBER 13 DEADLINE OCTOBER 13

This is your child's last year in high school. Senior year is a big deal to both the student and to you as a parent, family member or friend. We are offering special "senior recognition ads" in the yearbook. The senior ads are offered to the families and friends of the soon to be graduating seniors. These ads will give parents, grandparents, music groups, sports teams and clubs the opportunity to tell their graduate(s) congratulations and to show how proud of them you are in a special way.

This package explains the available sizes of ads, prices, sample designs and submission information. You may look at last year's yearbook to see samples of these ads and actual sizes. Please read all this information carefully as there are specific directions that need to be followed, especially regarding photos, to make your senior ad.

The final deadline for submitting senior ads is Wednesday, October 13. Please make sure you have your senior portraits taken and have time to get the photos back if you plan to include them in your ad. Several summer sessions are available for portraits with Don Painter, our official school photographer.

The yearbook will be distributed in the spring before the seniors graduate, so they will see your pride and love before they take that step to the next phase of their life.

Please direct any questions to Laura Kline, the yearbook adviser, by email (preferred) to:

KlineL@friscoisd.org

or you may leave a message at (469) 633-5600.

PLEASE MAIL OR DELIVER YOUR SENIOR AD ORDER TO:

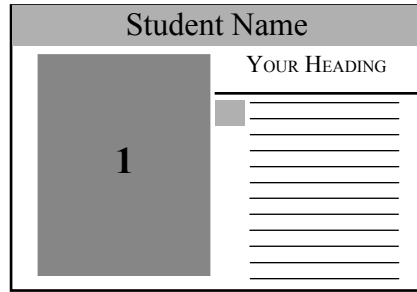
Centennial High School
Attn: Mrs. Kline
6901 Coit Road
Frisco, TX 75035

or deliver to Room B119

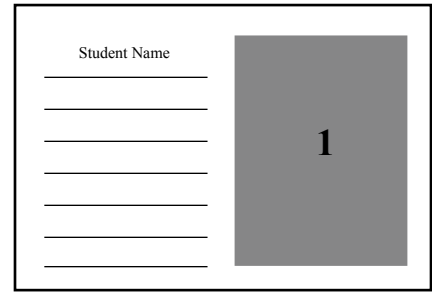


1/8 Page Ads

Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size (approx. 2 3/8H" x 4W"). Please realize that these ads are quite small and cannot take a large photo or much text.



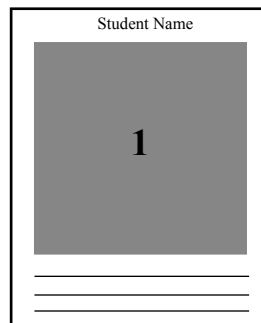
Layout Design #1/8 A



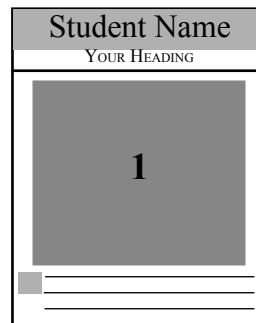
Layout Design #1/8 B

1/4 Page Ads

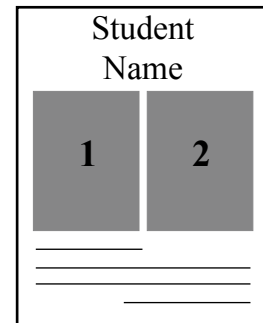
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size (approx. 4 6/8H" x 4W").



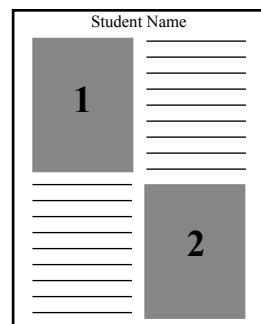
Layout Design #1/4 B



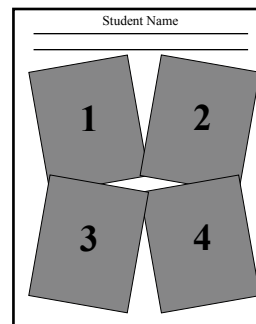
Layout Design #1/4 C



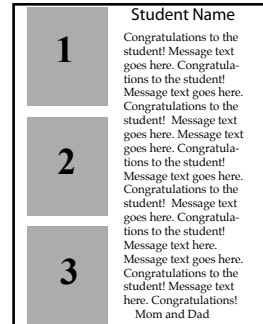
Layout Design #1/4 F



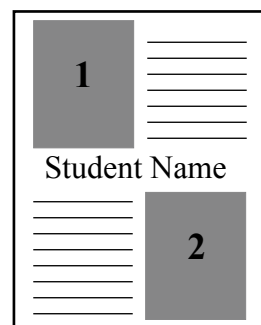
Layout Design #1/4 G



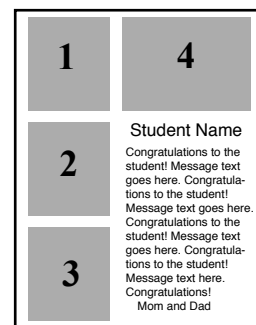
Layout Design #1/4 L



Layout Design #1/4 M



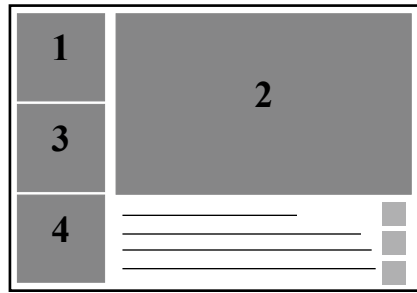
Layout Design #1/4 N



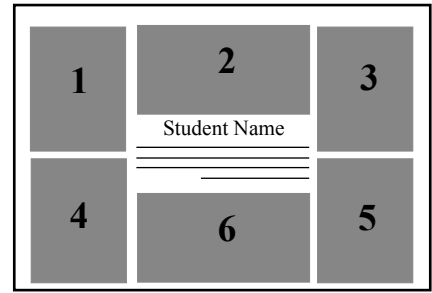
Layout Design #1/4 O

1/2 Page Ads

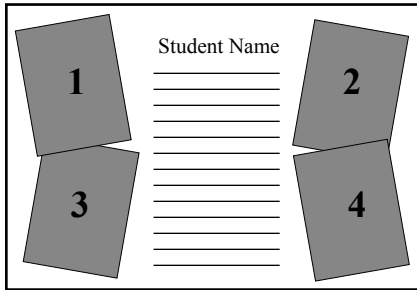
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size (approx. 4 5/8H" x 7 5/8W").



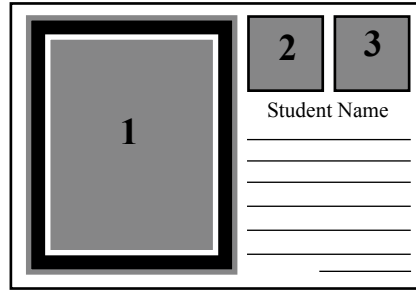
Layout Design #1/2 A



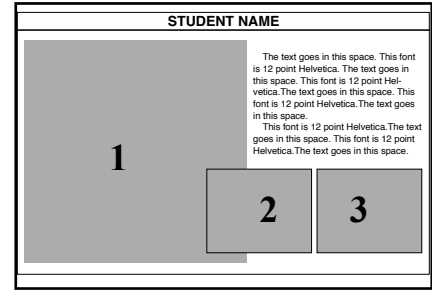
Layout Design #1/2 D



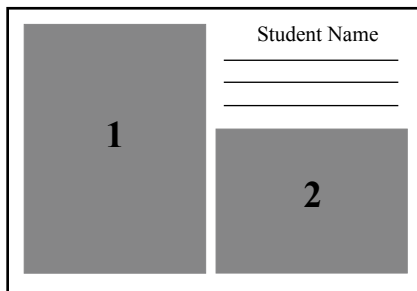
Layout Design #1/2 E



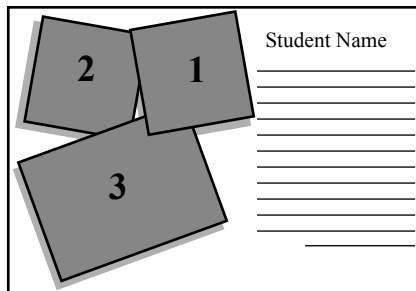
Layout Design #1/2 G



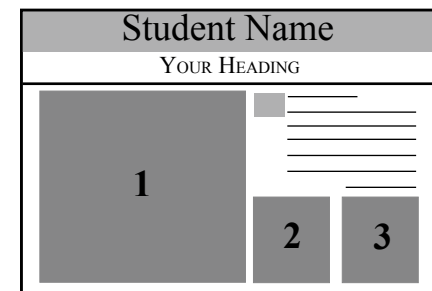
Layout Design #1/2 H



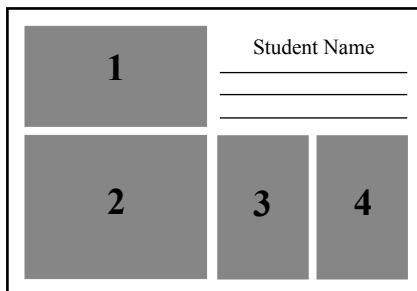
Layout Design #1/2 L



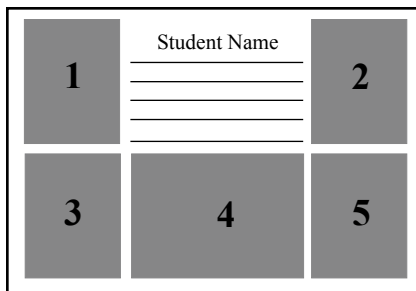
Layout Design #1/2 M



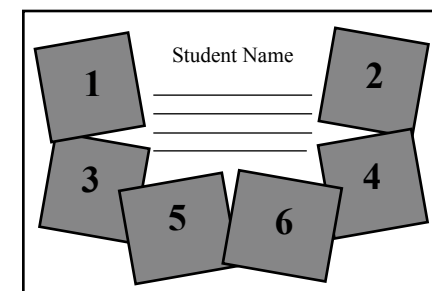
Layout Design #1/2 O



Layout Design #1/2 P



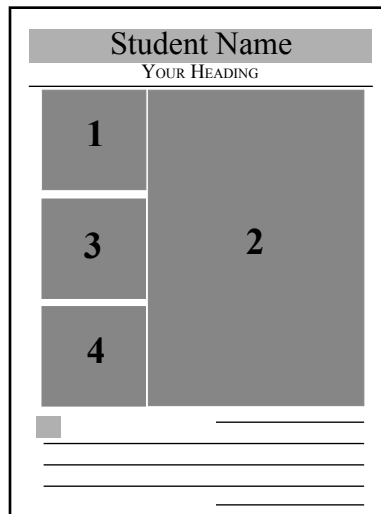
Layout Design #1/2 Q



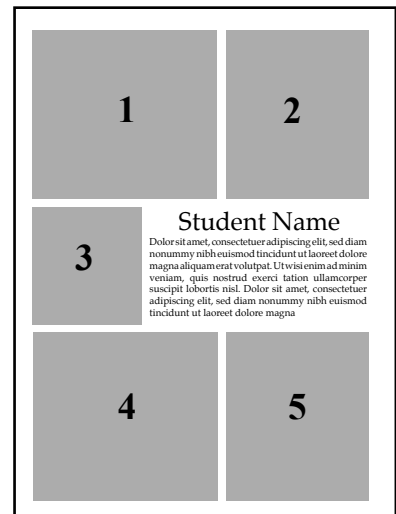
Layout Design #1/2 X

Full Page Ads

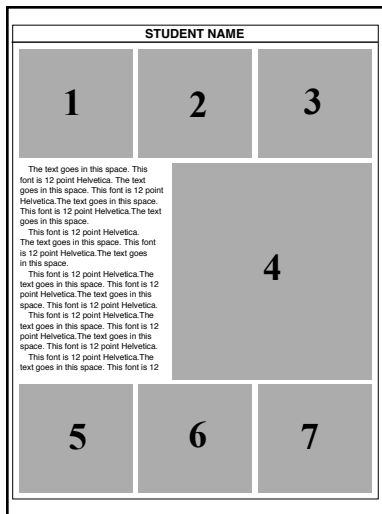
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size. (approx. 9 7/8H" x 8W").



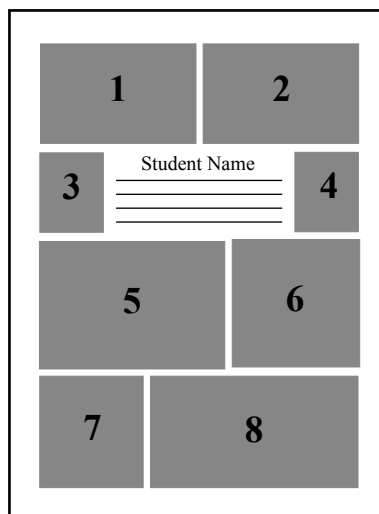
Layout Design #Full G



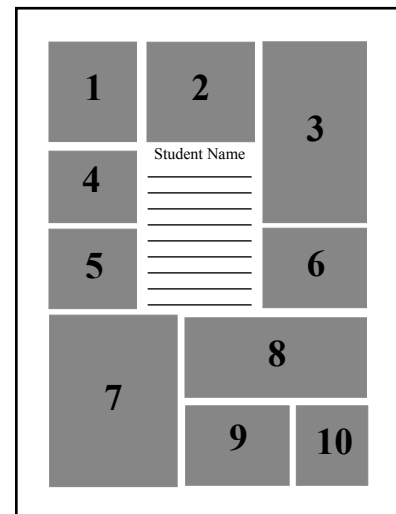
Layout Design #Full J



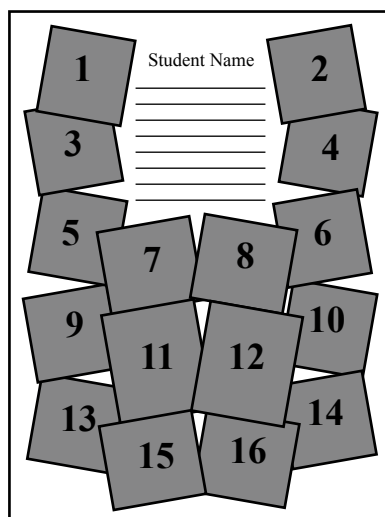
Layout Design #Full K



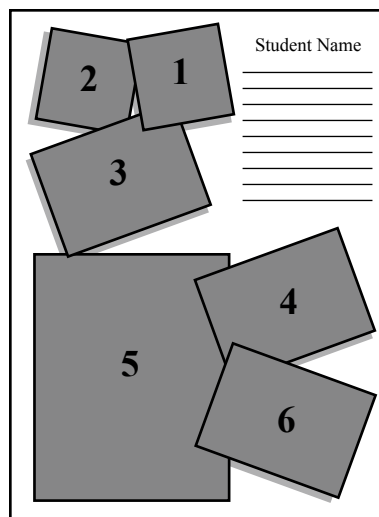
Layout Design #Full M



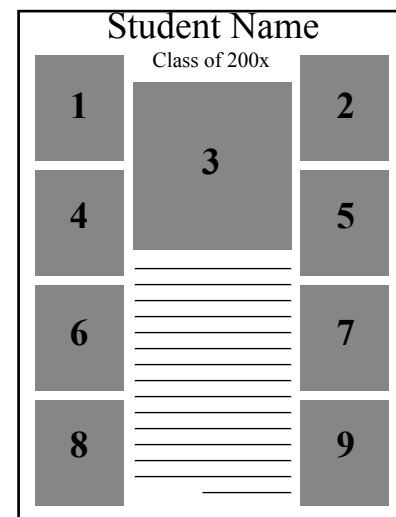
Layout Design #Full O



Layout Design #Full R



Layout Design #Full S



Layout Design #Full T

Photo Submission Guidelines

Please read these BEFORE sending in photos. Your photos must meet these guidelines to work with our computer software and our publisher.

- Make sure your senior photos are taken and you will have them in time to meet the deadline if you plan to include them in your ad. Ads will not be delayed to wait for your photos. We have publisher deadlines to meet.
- We prefer to receive digital picture files. Only .jpg or .tif files can be used and the resolution must be **at least 300 dpi**. Files may be emailed to Mrs. Kline at KlineL@friscoisd.org with the student's name in the subject line. Files also may be sent on a CD or brought in before school on a flash drive.
- We can take hard copies of your photos and scan them for you. All photos to be scanned must be in color and printed on photo quality paper. Computer printouts of photos cannot be used. Proof photos from professional photographers may not be used. The photo should be at least as large as the frame you would like us to put it in. Do not send round or scrapbook cut photos unless we have room around your student so we can still fit our rectangular frames.
- If other students are in the photo, please make sure you have permission to use their photo in the ad.
- Absolutely no .pdf files can be used. Please send a completed custom ad as a .jpg.
- Do not cut, glue or tape original photos. Do not paper clip them as this creases the photo.
- Select vertical [tall] photos for vertical spaces and horizontal [wide] photos for horizontal spaces based on your ad layout choice.
- Photos can be enlarged or reduced to fit the layout. We can only do so much with the photos you send. Please do not send tiny photos and expect them to fit a large frame. The yearbook staff will crop or scale to fit the designated space. If you would like us to consider your cropping suggestions, please write those on the order form or another piece of paper.
- If you submit a hard copy of your photo(s), writing lightly in pencil, put the student's name on the back of each photo and indicate where you want the photo in your design (based on the numbered design - if more than one photo is included).
- Care will be taken to return photos **if requested**; however, copies of prints should be submitted for irreplaceable photos. The school, yearbook staff and the yearbook company do not accept responsibility for lost or damaged photos.
- If you have ANY questions, please email Mrs. Kline so we can make your ad perfect for you! She can be reached at KlineL@friscoisd.org. We'll be checking email on and off all summer.

Senior Ad Order Form - 2011

THE FINAL DEADLINE FOR SUBMITTING SENIOR ADS IS OCTOBER 13. EARLIER SUBMISSION IS SUGGESTED AS SPACE IS LIMITED AND FILLED ON A FIRST DELIVERED-FIRST ASSIGNED BASIS.

Customer Data

Student name _____ ID # _____

Parents'/Purchasers' names _____

Home address _____ Zip _____

Home Phone number _____ Parent Cell Phone _____

Parent E-mail address _____

****Does the senior know about this ad?** ___ Yes ___ No (If yes, may we contact him/her at school with questions?) ___

Step-By-Step Instructions for creating your senior ad:

1. Select ad size and standard ad design from the choices provided on the attached sheets.
2. Provide photos for each space in the ad. (See Photo Submission Guidelines)
3. Attach text for the ad **typed and printed**. Please do not send hand-written text. We can work with font sizes to make almost any message fit or we will contact you if it needs to be shortened.

Size of ad with approximate measurements and cost: (check one)

___ 1/8 page (2 3/8" x 4") \$60.00

___ 1/4 page (4 6/8" x 4") \$100.00

___ 1/2 page (4 5/8" x 7 5/8") \$190.00

___ Full page (9 7/8" x 8") \$360.00

If you choose to design your own ad, our staff will work with you to complete a custom design that is acceptable. There will be a \$25.00 additional fee for custom ads that are not designed by us or do not use one of our templates.

Some ad designs can be flipped either horizontally or vertically and there is no extra charge for this option. Please check the space below if you would like one of these variations.

Ad Design # _____

(Please contact Mrs. Kline if you wish to do a custom design.)

If you submit hard copies of photos, would you like to: ___ pick up at office ___ have us give to the student

NO AD WILL BE ACCEPTED WITHOUT FULL PAYMENT. Checks or money orders should be made payable to CHS Yearbook. Please put your child's name and student ID # on the check. Please do not mail cash. Payment for an ad does not constitute you purchasing a yearbook. Purchasing a yearbook is done separately.

Amount enclosed \$ _____ (Please make checks payable to CHS Yearbook)

Parent/Purchaser's Signature _____

The yearbook staff and adviser reserve the right to ask the customer to make changes to photos or text to conform to the staff's standards. An ad proof will be sent once it is prepared to the e-mail address provided above. You will have one week to respond with any corrections or the ad will be published as created.

For Yearbook Staff Use Only

Date Received _____

Payment Information

Total Paid - \$ _____

Check included (Check # _____)

Cash included _____

Money order included _____

Review by ad manager: _____

Size Chosen _____

Design # Chosen _____

Text Provided _____

of Pictures Provided _____

___ Scan ___ Digital