

Yearbook Senior Ads

Honor your senior with a personal ad in the keepsake yearbook they will cherish for years. A yearbook senior ad is a permanent way to express your love and pride in your child. Parents, grandparents, friends, or school groups may purchase an ad in the yearbook. Please read through this information carefully before sending in your ad contract and photos.

*****Important Deadlines*****

All senior contracts with payment and content are due October 23, 2017

All requests after that date will be accepted based on page space availability. Fill out a separate contract for each ad purchased. Make copies of the contract form for your personal records. Senior ads may be ordered online when purchasing the yearbook at www.balfour.com.

All yearbook ads will print in full color, but you may choose to run your ad in grayscale. If you wish to keep the ad a secret, rest assured that the contracts and contents of the ad are handled with confidentiality by a few select staff members and the yearbook adviser who all pledge confidentiality.

Ad Requirements for submitting photos and electronic photo files:

- Send good quality photographs. Poor photos do not improve in print.
- If photos are one of a kind, you may want to have a professional copy made.
- Scanned photos or electronic photo files must be submitted at 300 DPI resolution in a JPEG format in at least a 4X6 inch image size. Digital photo files should be saved to a flash drive or burned to a CD for submission.
- Photos should be school appropriate, no obscene gestures, inappropriate shirt messages, alcoholic beverages, tobacco products or any illegal activity.
- **No torso nudity** at any age, male or female.
- Song lyrics or other **copyrighted material may not be used**. Attribution is not enough; royalties have to be paid to use copyrighted material.
- Stick an address label on the back of each print photo for identification
- Neatly print your message on the Senior Ad Contract form or type and attach it to the back.
- Your message will print exactly as it appears including spelling. Yearbook editors retain the right to reject or edit any material considered libelous, copyrighted, or in questionable taste.
- Enclose a self-addressed envelope large enough to fit all the pictures and with adequate postage if you want your photos returned. Photos may also be picked up in May in Room 1221. Yearbook staff is not responsible for photos not picked up by the end of the school year.
- Photos will be kept on file until the yearbook delivers in mid-May.

Ad Sizes/Prices:

Size:	Price	Dimensions in inches (width-height)
1 block	<u>\$30</u>	2.5 x 2.25
2 block	<u>\$60</u>	5 x 2.5 Horizontal or vertical
3 block	<u>\$90</u>	8 x 2.25 Horizontal or vertical
4 block	<u>\$120</u>	5.25 x 5.25
6 block-1/2 page	<u>\$150</u>	8 x 5 Horizontal only
9 block-3/4 page	<u>\$225</u>	8 x 8
12 block-Full Page	<u>\$300</u>	8 x 10.75 Portrait orientation only

Maximum number of photos/word count per ad size:

1 block	-	1 photo	-	20 words
2 block	-	2 photos	-	30 words
3 block	-	2 photos	-	40 words
4 block	-	5 photos	-	40 words
6 block	-	5 photos	-	50 words
9 block	-	8 photos	-	50 words
12 block	-	10 photos	-	75 words

Make checks payable to Cinco Ranch High School and submit with completed contract to the school.

**You may also purchase your senior ad order online with a credit/debit card when purchasing the yearbook at www.balfour.com.
Electronic photo files can be submitted through the Balfour website also.**

Please submit your senior ad contract order by the October 6, 2017 deadline to guarantee page space.

**Cinco Ranch HS
23440 Cinco Ranch Blvd
Katy, TX 77494**

**Questions?
Email Ed Larsen - edwardlarsen@katyisd.org**