

# 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 CRHS Panorama yearbook. Please read through this information carefully before sending in your ad contract and photos.

## **\*\*\*Important Deadlines\*\*\***

**All senior ad contract purchases are due Nov. 1, 2019**

Yearbook staff cannot accept hard copy ad purchases after that date. Fill out a separate contract for each ad purchased. Make copies of the contract form or online purchase for your personal records. Senior ads may also be ordered online when purchasing the yearbook at [www.balfour.com](http://www.balfour.com). **The senior ad online order option ends November 1, 2019.**

**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:**

- **\*\*\* – All ad designs will be created by the yearbook staff for continuity. Do NOT SEND in predesigned layouts. Send only the photo files in electronic form or prints to be scanned. The staff will use industry standard software to create the ad layout.**
- Send good quality photo images. Poor photos do not improve in print. Even digital photos.
- 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.
- Neatly print your message on the Senior Ad Contract form or type and attach it to the contract.
- 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 the Main campus office or Room 1221.
- Photos will be kept on file until the yearbook production process is complete in late April.

## **Ad Sizes/Prices:**

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

### **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, by Nov. 1, 2019.**

**Or you may order your senior ad online at [www.balfour.com](http://www.balfour.com) up until the Nov. 1, 2019 deadline.**

**Panorama Yearbook Staff – Senior Ads  
Cinco Ranch High School  
23440 Cinco Ranch Blvd  
Katy, TX 77494**

**Questions?**

**Email Ed Larsen - [edwardlarsen@katyisd.org](mailto:edwardlarsen@katyisd.org)**