

Senior Advertising Information 2018-2019

Cougar Pride Yearbook  
College Station High School

**Deadline October 10**

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Senior year is a special time for everyone involved in a senior's life. To help you celebrate this milestone, the Cougar Pride yearbook is happy to offer special "senior tribute ads" so families and friends can include a personalized message to a senior in our 2018-2019 book.

This packet explains the available sizes of ads, prices, sample layouts, and photo/text submission information.

**Please read this information carefully.**

We have non-negotiable deadlines and policies about photos and text.

We can not publish an ad that misses deadlines and/or does not follow these policies.

We can not accept senior ad orders or materials (like pictures) via email.

You must complete the order form and turn it in along with your payment and materials to the front office in an enveloped marked "Senior Ad – attn: Teresa Laffin"

Save up to 20% on your senior ad!

- Purchase the 2018-2019 Cougar Pride yearbook online at [www.smart-pay.com](http://www.smart-pay.com) before placing your senior ad order OR order it with your senior ad (by including the price of the book with your payment for the ad) and get 10% off the price of your senior ad.
- Reserve and submit all of the materials for your senior ad by Thursday, Sept. 27, and get an additional 10% off your senior ad.

The final deadline for submitting materials and orders for senior ads is Wednesday, October 10. It is possible that we will sell out of ad space, so we encourage you to submit your order as early as possible.

We send these pages to our publisher in the fall, so we can not include any ads submitted after October 10.

- Please direct any questions to Teresa Laffin, the yearbook adviser, by email to [tlaffin@csisd.org](mailto:tlaffin@csisd.org). Email is preferred to phone calls since I can answer emails more quickly and we can save emails for future reference.

You may mail your order to:  
College Station High School  
Attn: Teresa Laffin  
4002 Victoria Ave  
College Station, TX 77845

## PHOTO AND TEXT GUIDELINES – DEADLINE IS OCTOBER 10

### Photo Guidelines

Please read these BEFORE sending in photos. Your photos must meet these guidelines to work with our computer software and our publisher. If you have questions, please email Teresa Laffin (tlaffin@csisd.org).

No orders or photos will be accepted via email.

#### PLEASE DO NOT SUBMIT:

- Photos that include:
  - Students in swimwear (unless it meets school dress code) or with visible midriffs
  - Bathtub pics (even of little kids)
  - Anything that is not allowed at school (weapons, alcohol, etc.)
  - Children that are not yours, unless you have included WRITTEN permission from their parents\*
  - Photographer's logos or copyrights
- Files that are not PC compatible (ex: pages files). We do not have access to Mac software.

\* Written permission must be included WITH your materials. Please do not email your permission. If you do not include the appropriate permission, we can not use the picture. The deadline for this is Wednesday, October 10.

#### HOW TO SEND PHOTOS:

- Compare the size of the photo you are sending to the shape of the photos in the template. If you send a rectangular photo for a square frame, we will have to cut out some of the photo. You are welcome to send photos you have already cropped to size.
- We prefer to receive digital picture files on a clearly labeled (student first and last name) flash drive or a CD. Your flash drive / CD will be returned to your child after yearbooks arrive in May.
- This flash drive or CD can be delivered to the front office in an envelope clearly addressed to Teresa Laffin, yearbook adviser along with your contract and payment.
- If you scan your photos, please be sure the resolution is set to at least 300 dpi, which may be higher than the default setting.
- Hard copies (clearly labeled with student first and last name lightly in pencil on the back of the photo) may be delivered to the front office in an envelope clearly addressed to Teresa Laffin. We can scan the photos for you for a \$20 fee if they are printed on photo quality paper with one photo per sheet. Computer printouts of photos on regular paper cannot be used.
- If you purchase an ad with room for more than one photo, you may include a note to tell us which photo to put in which place.

#### PLEASE DO THE FOLLOWING:

- 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. Many people have adorable ads that do not have the senior portrait in them, so don't worry if you need to plan to include other photos. We cannot accept materials after October 10 due to our deadlines with our publisher.
- Send written permission and contact information (a phone number) for anyone other than your senior who is included in the photo (or we cannot use the photo). If the photo is your other children, please indicate this. This is due by October 10.
- Note that we cannot return materials until the spring semester, after the yearbook arrives. Either scan and send photos on a CD / flash drive OR make copies of originals to send.

### Text Guidelines

No copyrighted text can be reproduced in senior ads unless it complies with the Fair Use copyright laws. We can not publish portions of songs, book excerpts, movie quotes, or poems.

- We use a standard body font for all ads to keep the section consistent. Name fonts and colors will be selected by the staff based on our design guidelines and selections for that year.
- Provide text for the ad either on your flash drive/CD so we can copy and paste it. Please do not send handwritten text.
- No text for ads will be accepted via email. Instead, send a document saved on a flash drive or CD.
- Please proof your text. We will reproduce it as it is submitted to us, but may correct spelling and punctuation errors. If you have an intentional spelling or punctuation choice you want to have reproduced exactly, please include a note to that effect.

If you have ANY questions, please email the adviser so we can make your ad perfect!

Mrs. Laffin can be reached at tlaffin@csisd.org.

# Sample Ad Layouts and Photo Sizes

ALL ads are to scale.

SOME ads are actual size.

Ads look best when photos selected work with the given measurements.

Single Photo  
Photo is  
1.5" w x 1" h

Student Name

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**Single Photo (above)**  
**(actual size)**  
1.75" wide x 2.25" high. Single photo, name, and 15-20 words.

**1/6 Page (below)**  
**(actual size)**  
2.33" wide x 5 " high. Single photo, name, and 20-30 words.

Student Name

Single Photo  
Photo is  
2" w x 3" h

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Student Name

Smaller photos are  
1.5" w x 1.5" h

Larger  
Photo is  
2" w x 3" h

Student Name

Single photo is  
3.5" w x 3" h

Student Name

Each photo is  
1.75" w x 2.75" h

**1/4 Page**  
**(A, B, C)**  
**NOT ACTUAL SIZE.**  
**Please see measurements.**  
3.75" wide x 5" high. Photos as indicated, name, and around 30-50 words.

# Half Page (A, B, C, D)

NOT ACTUAL SIZE.

Actual size is 8" wide x 5" high. 50-75 words.

This photo is  
3" w x 5" h

This photo is  
4.5" w x 3" h

Student Name

Large photo is  
3" w x 5" h

Each small photo is  
2.25" w x 2.25" h

Student Name

Photos are  
2.25" x 2.25"

Student Name

This photo is  
2.5" w x 3" h

This photo is  
2.5" w x 1.75" h

Large photo is  
5" w x 3" h

Student Name

# Full page ads (A, B, C, D)

NOT ACTUAL SIZE.

Actual size is 8" wide x 11" high. 75-100 words.

Small photos are 2.25" x 2.25"

This photo is 4.25" w x 5.25" h

Student Name

A

Small photos are 2.25" x 2.25"

This photo is 5" w x 7" h

Student Name

These small photos are 1.5" x 1.5"

Student Name

This photo is 4" w x 6" h

This photo is 2.25" w x 3" h

This photo is 5" w x 3" h

C

Small photos are 1.75" x 1.75"

This photo is 4" w x 6" h

Small photos are 1.75" x 1.75"

Student Name

D

## College Station High School Senior Ad Order Form 2018-2019

THE DEADLINE FOR SUBMITTING SENIOR ADS IS WEDNESDAY, OCTOBER 10. SPACE IS LIMITED AND WILL BE FILLED ON A FIRST-RECEIVED, FIRST-FILLED BASIS. THIS CONTRACT, PAYMENT, AND MATERIALS MUST BE RECEIVED IN ORDER TO RESERVE SPACE.

Student name: \_\_\_\_\_  
 Name of person purchasing ad: \_\_\_\_\_ Relationship to student: \_\_\_\_\_  
 Email address of purchaser: \_\_\_\_\_  
 Best phone number to reach purchaser: \_\_\_\_\_

Please follow these step-by-step instructions (see the photo and text guidelines on page 2).

1. Send your contract, payment, and materials on time. Every year we have to turn away ads that are submitted after the deadline. We have to send pages to the publisher starting in the fall, so if you do not submit your ad on time, it can not be included in the yearbook.
2. Select ad size and layout from the choices provided on the attached sheets.
3. Provide photos (preferably digital) for each space in the ad; consider dimensions of pictures in ad when selecting pictures. If you have hard copies of photos, you can scan them yourself (this service is offered at many stores in town) or we can scan them for you for a \$20 fee.
  - Include written, signed permission from parents of any children who are not yours in the photos you've sent. If they are all your kids, please include a note to that effect.
4. Type the text for your ad and save to the same flash drive or CD as your photos.
5. Place this form, materials, and payment in an envelope labeled "Teresa Laffin, Yearbook Adviser."
6. Submit to the front office at CSHS by October 10.

Select from the following:

- \_\_\_\_\_ Please scan my photos. The fee is \$20, which I am including.
- \_\_\_\_\_ I would like a custom layout. The fee for a custom ad is \$50, and all deadlines apply.
- \_\_\_\_\_ Please add a yearbook to our order so we can receive a 10% discount on our ad. I have included the price of the yearbook (\$75 until Oct. 10) with my payment.
- \_\_\_\_\_ I ordered a book online already, so I would like the 10% discount.
- \_\_\_\_\_ I have submitted all of my materials + payment by Sept. 27. I would like the 10% discount.

Check the ad size you would like and circle the price.

	Regular price	10% off	20% off			
_____ single photo	\$30	\$27	\$24			
_____ 1/6 page	\$50	\$45	\$40			
_____ 1/4 page	\$100	\$90	\$80	A	B	C
_____ 1/2 page	\$150	\$135	\$120	A	B	C     D
_____ Full page	\$250	\$225	\$200	A	B	C     D

\_\_\_\_\_ Amount enclosed (checks or money orders payable to CSHS Yearbook only; no temporary checks or cash, please)

\_\_\_\_\_  
 Purchaser's signature