

Honor your Senior with a Senior Page in the 2011-2012 *Sabre*

Washington School Yearbook Advertising Contract SENIOR PAGE

Name of Senior (Please print)

Name of Purchaser (Area) Telephone

Mailing Address City/State/Zip

Purchaser's Signature Date

AD SIZE AD PRICE

- PHOTO(S) INCLUDED (Please attach.) PHOTOS WILL BE EMAILED
 TEXT INCLUDED (Please attach.)

PAYMENT:

- Cash Check (Make payable to Washington School)

The **first** Senior Ad deadline is **Friday, October 21**. Please reserve your space by that time; photographs and text can come later. **Final** Senior Ad deadline is **FRIDAY, MARCH 2, 2012**. All photos and text are due by that date to allow ample time for design. (But earlier is better!)

SENIOR AD RATES:

Full Page Ad: \$280 with 4 or more color photos
Half Page Ad: \$180 with 2 or 3 color photos
Quarter Page Ad: \$90 with 1 color photo

To help you think through the content and construction of your Senior's page, the yearbook staff offers the following suggestions:

- Look through old yearbooks and find senior pages that you admire (or dislike).

- Consider what makes your Senior different from everyone else. What are his/her skills, interests, or strengths? How can you put these impressions, feelings, and facts into words, photos, and art?
 - Yearbooks ads are more about pictures than text (Few read it unless it's brief and to the point).
 - Several larger photos are much better than many small photos.
 - Quotes and copyrighted materials: As long as you only use a few lines of prose or three of poetry, and you attribute the quote, you do not need permission from the publisher. You must not, however, quote extensively or use copyrighted materials such as cartoons or cartoon characters unless you are willing to write and ask permission and submit that permission with your page.
 - Make sure that written text is legible.
 - If submitting printed photos, please place your photos in an envelope with your name clearly printed on the outside. They will be returned to your student.
 - If using digital photos, please put them on a CD clearly marked with your name and submit to Mrs. Tucker through the high school office, or send them to mtucker@generals.ws. Please note that many digital or website images are low-resolution, and we will be unable to place them in large spaces on your page. (They'll come out looking very pixellated and fuzzy.) I can't use, for example, photos taken directly off Facebook. If possible, submit high-resolution or large images. If you are scanning print photos to put on a CD, please scan them at a minimum of 300 DPI (dots per inch), and save them as JPEGs or TIFs.
 - You may share ads with other Senior parents; however, all parties must sign the contract.
- * Note that we will feature only the drape or tux Senior portraits in the "Classes" section of the yearbook. If you have casual photos that were taken by a professional photographer as part of your child's Senior experience, a yearbook ad is the perfect place to share those!**

Please return form and payment to:

Washington School
 Attn: Melanie Tucker
 1605 East Reed Road
 Greenville, MS 38703

Or hand-deliver your contract to the High School office...we cannot accept email or verbal "reservations" for senior pages.