

# Senior Ad Information for *The Reign* 2019 Independence High School Yearbook

Senior recognition ads give parents, grandparents, fine arts groups, sports teams, and clubs (boosters/coaches/directors) the opportunity to tell their graduate(s) congratulations and to show how proud of them you are in a special way. You may want to look at this years yearbook to see samples of these ads and actual sizes to help in your custom ad creation.

## CREATE YOUR OWN CUSTOM SENIOR AD DIRECTLY THROUGH JOSTENS!

**Ad sizes & costs: PAY ONLINE AT [www.jostens.com/yearbookads](http://www.jostens.com/yearbookads). Do not send money to school.**

### Early Bird Prices: Due September 28, 2018

1/8 page: \$45                      1/4 page: \$85                      1/2 page: \$175                      Full page: \$325

### Regular Prices: Due October 26, 2018

1/8 page: \$60                      1/4 page: \$100                      1/2 page: \$200                      Full page: \$355

### Late Prices: Due November 30, 2018

1/8 page: \$85                      1/4 page: \$125                      1/2 page: \$225                      Full page: \$385

**STEP 1:** Create your account and agree to the Terms of Use.

**STEP 2:** Select ad size & layout. Ads are saved so you can come back and work later.

**STEP 3:** Create your ad by uploading photos and entering your text; play with it and change it as much as you want! Please read the photo and text guidelines on the next page to make sure your ad will be accepted for the publication.

**STEP 4:** Pay for your ad (PayPal, CC, eCheck, and J-Pay Payment Plan) and submit when it is complete.

**The final deadline for submitting senior ads is Friday, Nov. 30.** Your ad must be completed, paid and submitted on the Jostens site BEFORE Nov. 30. Ads started but not paid/submitted will NOT be available for us to print in the yearbook.

## The IHS official senior photography vendor is SchoolPix.

Senior Portraits: Please make sure you have your senior portraits taken and have time to order your photos if you plan to include them in your ad. A variety of package options are available. There is no charge for a yearbook pose sitting. Drapes, tuxes and caps and gowns are provided for your photos.

To schedule a senior photo appointment with SchoolPix this summer, please visit <https://schoolpixinc.onbackdrop.com> login and reserve a time, our school code is Knights19. Times fill up quickly during the summer, so reserve your space through their online scheduling system soon!

Photos for the senior section of the yearbook must be taken by SchoolPix at a summer session.

**Any questions about ad creation/payment will be handled by Jostens Customer Service at (800) 358-0800 (Mon-Fri).**

**Please direct general questions about senior ads to Brooke Allen, the yearbook adviser, at: [allenl@friscoisd.org](mailto:allenl@friscoisd.org)**

**Schedule your senior photo appointment at <https://schoolpixinc.onbackdrop.com>**



**SchoolPix** is proud to be the official senior photographer of Independence High School.

Phone: (972) 334-9140      Email: [info@schoolpixinc.com](mailto:info@schoolpixinc.com)

## Create it & pay online at [www.jostens.com/yearbookads](http://www.jostens.com/yearbookads)

**YEARBOOK ORDER** - Take care of this now! Purchasing a senior ad does not provide a yearbook purchase. Order your IHS Yearbook at [www.jostensyearbooks.com](http://www.jostensyearbooks.com). Prices increase in September!

# Photo and Text Guidelines for IHS Senior Ads - FINAL DEADLINE IS NOVEMBER 30

Create your senior ad at: [www.jostens.com/yearbookads](http://www.jostens.com/yearbookads)

Create your own senior ad using the Jostens templates (or use a single photo one for a Photoshop ad).  
Templates cannot be adjusted. You may change layouts and sizes as much as you want prior to paying  
for your ad.

## Photo Guidelines & Tips:

- All photos must be in digital format on your computer to upload them for the ad. Only .jpg files can be used and the resolution must be at least 300 dpi. If you scan your photos, set the scanner to 300 resolution, which is higher than the default setting and crop your image while scanning (no white). Photo labs (Costco, Walgreens, CVS, etc.) can help with scanning your photos to a CD.
- **Professional senior photographers MUST send you a high resolution .jpg file with NO copyright logo/stamp.** Using a photo taken by a photography professional indicates that you have purchased and have permission to use that photo in your yearbook ad. **Photos/ads with a photographer's logo are not permitted in senior ads per IHS senior ad guidelines.**
- Most photos taken from an Internet site (Facebook, Shutterfly, Instagram, etc.) and cell phone images/screenshots will NOT have enough resolution for the program and may not be yours to legally submit. Get original images!
- **All photos must meet Frisco ISD and IHS dress code.** If you can't wear the item to school or prom, don't use the photo in your ad.
- No clip art or graphics may be used in senior ads. You may add a simple background to your ad, but remember you want everyone to see the PHOTOS!
- If people not in your family are in the photo, please make sure you have permission to use their image in the ad since it will be published. If they are minors, then their parents must give permission to you for their use. Use of photos with minors indicates that you have that permission.
- Select tall photos for tall spaces and wide photos for wide spaces based on your layout choice. You may crop it how you want in the layout frame.
- A large photo can fit a small frame, but not the other way around. For example, a small wallet photo will not fit a half page photo frame. Poor quality images will not reproduce well in your ad.
- No one will retouch or correct your photos. Please fix red eye and remove date stamps before placing your photos.
- If you choose to make or have made a custom ad in Photoshop, you will need a final .jpg file and put that in a single photo layout.

## Text Guidelines & Tips:

- **Message Text:** We will adjust all message/body copy fonts to match one standard font to keep the section consistent. Please do not type your message larger than size 10 or smaller than size 8 font. You are limited to the text space available in your selected ad template. We follow the journalistic AP Style for grammar/spelling, and text may be adjusted to reflect those standards.
- **Name Text:** We reserve the right to change font and font size based on the ads on your spread so there is visual variety yet a cohesive appearance. We will use your selection as the first choice and try to keep that if at all possible.
- **Please proofread your text carefully.** We will have no way of knowing if names are misspelled or a typo occurs, and we are not responsible for text errors. There is a spell check button, but it will not know all name spellings.
- **No copyrighted text will be reproduced in senior ads due to copyright laws since we print and sell our book. This includes portions of song, book, movie, or poem lyrics as well as quotations from famous people. Please write an original message for your child! Inspirational passages from a Holy Book are acceptable. We will run any questionable text through a Google search. If you have any questions about text choices, please email the adviser prior to submitting your ad.**

The editorial board reserves the right to request that photos or text be changed if it does not meet community and IHS standards and/or publication laws. Since we publish and sell our yearbook, we must follow all copyright and decency laws. No copyrighted text or images will be included to comply with copyright law since we print and sell our yearbook. These decisions will be made by the Editorial Board after ads are received since we cannot see them until you pay/submit. You will be notified if any changes are needed and what the options are for fixing the ad. Ads will either be adjusted by the staff or will not be printed. In the event of Editorial Board cancellation due to your refusal to revise content, the ad cost will be refunded less a \$25 processing fee.

**Parent Agreement:** By creating your ad through Jostens Ad Services, you confirm that you own the photos used and have permission from any people in the photos to reprint their images in your ad. You understand about the copyright restrictions and your text is original. You acknowledge that you have proofread your ad carefully and understand that the yearbook staff is not responsible for any text errors in the ad copy. All Jostens Terms of Service apply as well. You will not receive a proof for this ad, so once you submit the ad, it's final!