

Senior Tribute Ad Information for the 2018 Centennial High School *Titan Pride* Yearbook

DEADLINE OCTOBER 27 DEADLINE OCTOBER 27 DEADLINE OCTOBER 27

Senior Tribute 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 prior yearbooks to see samples of these ads and actual sizes to help in your custom ad creation.

CREATE YOUR CUSTOM SENIOR TRIBUTE THROUGH JOSTENS STARTING JULY 1!

Ad Sizes & Costs: PAY ONLINE AT www.jostens.com/yearbookads. Do not send money to school.

1/8 page: \$50.00

1/4 page: \$95.00

1/2 page: \$180.00

Full page: \$350.00

STEP 1: Create your account and agree to the Jostens 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 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, Oct. 27. Your ad must be completed, paid, and submitted to Jostens BEFORE Oct. 27. Ads started but not paid/submitted will NOT be available for us to print in the yearbook.

The CHS official senior photography vendor is Legacy Studios

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 tribute 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 Legacy Studios this summer, see the information in the box below. 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 in tux/drape must be taken by Legacy Studios at a summer session or during school photo days in September. Photo sessions at school in September offer only tux/drape photos and no extended options.

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

Please direct questions about Senior Tribute Ads (content or guidelines) to Laura Kline, the yearbook adviser, at: KlineL@friscoisd.org

Schedule your senior photo session at school or their studio at:
www.legacystudios.com
(select Book Appointment)

Studio Location:

5550 Granite Pkwy #135
Plano, 75024

Customer Service:

1-800-348-4360

Local Studio Phone:

214-379-7461

Email: DFWcustomer@legacystudios.com

legacystudios.com



**The 2018 Senior Tribute Ad deadline is Friday, October 27
Create it & pay online at www.jostens.com/yearbookads**

**YEARBOOK ORDER - Take care of this now! Purchasing a senior ad does not provide a yearbook purchase.
Order your Titan Pride Yearbook at www.jostensyearbooks.com.**

Photo and Text Guidelines for CHS Senior Tribute Ads - DEADLINE IS October 27

Create your Senior Tribute Ad at: www.jostens.com/yearbookads starting July 1

Create your own ad using the Jostens templates (or use a single photo one for a custom 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 CHS senior ad guidelines and will be rejected.**
- Photos taken from Internet sites (Facebook, Shutterfly, Instagram, etc.) and cell phone images/screenshots will NOT have enough resolution and may not be yours to legally submit. Get original images! Poor quality images will not reproduce well in your ad.
- All photos must meet Frisco ISD and CHS 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 and be able to read the words!
- 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 non-family members indicates that you have that permission and accept responsibility for submitting the photo.
- 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 with easy Jostens tools.
- 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, but an 8x10 photo will fit a small 2x3 frame shape.
- 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 :** You may choose the font that you like for the name from those available. We reserve the right to change name color and font size based on the ads on your spread and our color scheme for the year. We want a visual variety yet a cohesive appearance. We will use your font 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 and we are not responsible for text errors that you type. 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. Inspirational passages from a Holy Book are acceptable with the verse/source info. Please write an original message for your child! 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 CHS 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 that are not corrected 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 TOS apply as well. You will not receive a proof for this ad, so once you submit the ad, it's final!