

4-30-19

Dear Upcoming Senior,

Congratulations on making it to your senior year of high school! You will soon learn first-hand how much there is to do during your senior year. One of the things you will have the option of doing is purchasing a senior ad for the yearbook. We are going to go ahead and begin accepting down payments for senior ads during the rest of this school year. A  $\frac{1}{4}$  page ad is \$100, a  $\frac{1}{2}$  page ad is \$150, and a full page ad is \$250; the single ad purchase **DOES NOT** include a yearbook. You also have the option of purchasing a senior ad package with the  $\frac{1}{2}$  page and full page ads. A  $\frac{1}{2}$  page ad package is \$200 and a full page ad package is \$300. **These ad packages include the senior ad, a yearbook, a senior t-shirt, and a senior class picture.** Attached is an order form for you to go ahead and reserve your senior ad or senior ad package. You may reserve your ad before school ends this year, but ads must be reserved **NO LATER THAN August 31** and paid in full **NO LATER THAN December 20**. You may make regular payments if this would be easier for you. **SENIOR ADS ARE AN OPTION, NOT A REQUIREMENT, FOR SENIORS.**

Senior ad nights will be held on several different nights in the fall. **We need all senior ads to be COMPLETED by the end of October.** You do have the option of doing your senior ad yourself, but it must be submitted in pdf with a resolution of at least 225 by the end of October. The page sizes are 8.5" x 11", but we have to allow room for "bleed space" in the yearbook when uploading images to the yearbook pages. If you create your own ad, we recommend that you do not put any picture or text within a  $\frac{1}{2}$ " space all around the edges of your ad.

**Please go ahead and begin going through possible pictures that you wish to include in your senior ad. Have your parents go through pictures as well.** Keep in mind that pictures taken with a cell phone are often not of a high enough resolution for the picture to be clear on the page. If you wish for us to use a cell phone picture in your ad, you must understand that it may be blurry or not clear on the page. **The yearbook staff is not responsible for the quality of cell phone pictures.** If you can bring your pictures in to the yearbook staff before senior ad nights, we can have them scanned and put in a file on our yearbook drive so that creating your senior ad will be a much smoother, and shorter, process. Pictures can also be submitted by email to Mrs. Aiken at [taiken@effingham.k12.ga.us](mailto:taiken@effingham.k12.ga.us) or shared in google photos or sent in on a jump drive or sd card. You will be able to sign up for an appointment at one of the senior ad nights when the dates are announced in the fall. If you would like us to create an ad for you, we can do that as well. You will still have final approval of the ad. Please keep in mind when selecting pictures that no more than 10-12 pictures look best on a full-page ad, 6-8 in a  $\frac{1}{2}$  page ad, and 4-5 in a  $\frac{1}{4}$  page ad. These numbers are really pushing the limits because we don't want your ad to be so "busy" that the number of pictures takes away from the overall quality of the ad. **If your parents wish to write a message to you in your senior ad, please ask them to go ahead and begin working on that message.** Keep in mind that the message must fit on the ad space along with your pictures. The longer the

message, the smaller the font will be. *Because of copyright restrictions, song lyrics, poetry and other published materials may not be used. Bible verses & public domain are acceptable*

Also, senior pictures will be taken at ECHS during the week of July 16-20. You will receive information about your senior picture appointment over the summer. Please look for this information to arrive in the mail in the 2-3 weeks prior to the dates for pictures. Information will be included for you to confirm or change your appointment time. **You must have your picture taken by Leonard's in order for us to use the picture in our yearbook.** There is **ONE** day scheduled for retakes, August 28, for those students who do not get their senior picture taken during the first scheduled time. We cannot schedule any dates other than the one rescheduled date due to deadlines for the yearbook. **We understand that there are some who choose to have another photographer take your senior pictures; however, due to our contract with Leonard's, we must have a senior picture taken by them for the yearbook.** When senior pictures are taken, you will be required to pay a \$20 sitting fee per camera. For example, you will pay a \$20 sitting fee for your formal senior portrait, a \$20 sitting fee for a casual portrait, and a \$20 sitting fee for any other shots you wish to take. **You will pay Leonard's at the time pictures are taken.**

In the spring of 2020 you will have the opportunity to have a cap and gown picture taken by Leonard's. You will receive more information about cap and gown pictures during March of 2020. There is no sitting fee required for cap and gown pictures, but you will be required to pay for cap and gown pictures the day they are taken. You will also have the option of having your handshake photo taken at graduation 2020. You will receive that information in May of 2020. Good luck as you prepare for your senior year. If you have any questions regarding senior ads, senior ad packages, senior pictures, or anything else I can help you with, please come see me in room 912 or e-mail me at [taiken@effingham.k12.ga.us](mailto:taiken@effingham.k12.ga.us).

Sincerely,  
Tara Aiken

Name \_\_\_\_\_

Please select which senior ad or senior ad or ad package you wish to order. Final payments are due by **Dec. 20!** This form serves as a contract between the purchaser and Effingham County High School. All text/photos/layouts submitted are subject to the editing discretion of the Yearbook Advisor and school principal. Because the yearbook is a student publication, errors do occur. Please be aware that NO refunds will be issued. Ads are submitted upon completion; full payment will be required in order for students to receive their yearbook. A hold will be placed on all student records if ads are not paid in full by the fourth nine-week grading period. If this ad is a surprise for the senior, please notify the yearbook staff.

**Parent Signature** \_\_\_\_\_

**Student Signature** \_\_\_\_\_

*If you have any questions, please contact the yearbook advisor via e-mail:  
taiken@effingham.k12.ga.us*

1/4 page <b>ad ONLY</b> (\$100) _____	} <b>The “ad only” packages do not include the yearbook, shirt, or class picture.</b>
1/2 page <b>ad ONLY</b> (\$150) _____	
Full page <b>ad ONLY</b> (\$250) _____	

1/2 page ad package (\$200) \_\_\_\_\_ (includes ad, yearbook, senior shirt, and class picture)

Full page ad package (\$300) \_\_\_\_\_ (includes ad, yearbook, senior shirt, and class picture)



***T-shirt Size (If ordering a package)*** \_\_\_\_\_



**Down payment must be a minimum of \$50. Checks can be made payable to ECHS.**

To be completed by yearbook staff:

Amount paid \_\_\_\_\_ Date \_\_\_\_\_ Form of Payment \_\_\_\_\_  
(include check #)

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