

YEARBOOK

ATTENTION SENIOR FAMILIES

Congratulate your Senior student and express your pride and love with an ad in the 2018 yearbook!

How to Submit Online:

1. Go to www.jostens.com
2. Click on the **YEARBOOK** tab at the top of the page.
3. Select **Order Your Yearbook Ad** under the Students & Parents drop down menu
4. Select **Shop The Collection**: Yearbook Recognition Ads
5. Follow instructions for creating an account & uploading photos

For TechSupport while using the online ad creator, contact Jostens at yearbookads@jostens.com or call 1-800-358-0800 Monday-Friday 8:00am - 5:00pm CST.

How to Submit at School:

1. Select your ad size and photos.
2. Submit all materials (photos, typed message, and payment) to Ms. Richardson (Yearbook Adviser) in Room 114.

AD Details:

SIZES AND PRICES:

1/8 page (3 1/2" x 2 1/2"): \$30

1/4 page (3 1/2" x 5"): \$50

1/2 page (8" x 5"): \$100

1 full page (8" x 10"): \$150

DUE DATES:

Place ad order by: **December 18, 2017** (half-payment due at time of order)

Final payment due: **February 2, 2018**

PAYMENT METHODS:

In-house: Ms. Richardson (Room 114)—cash/money order

Pay online with a credit card at www.jostens.com

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Brianna Lewis

Breezy,
We are extremely proud of your hard work and accomplishments.

We are excited to see all the great things the future has for you!

Remember you are never too old to learn!

Always let your sparkle SHINE!

We LOVE you forever!
Dad and Mom

1/2 Page

Darius Warren

Congratulations, we love you!

Best Wishes,
Mom, Dad, Landis, Devin, Simeon,
and Sean

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Tina Green

祝 ご卒業

Southside High School's
JALEN MCKELVEY

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Yearbook Ads FAQ

How do I submit my ad to the yearbook staff? You have two choices for submitting your child's senior ad:

Print Submission: You can turn in original or photo-quality copies of the photos that you want us to use in the ad, along with a typed or written out copy of the text. We must have glossy photo-style prints of the photos, however. We cannot use print-outs on computer paper, magazine cut-outs, or images printed on canvas. If you want, you can also submit a rough draft of the design you would like for your ad, or reference a specific ad from last year's yearbook that you would like your ad modeled from. We will scan the photos, and they can be returned to you after submission. Any unclaimed photos will be returned to your child with their yearbook on yearbook distribution day, or at graduation rehearsal if we cannot return them earlier.

Digital Submission: You can choose to turn in your photos and text digitally by sending jpg images and a Microsoft word document (for the text only) to the school. Digital submissions can be emailed to bmrichar@greenvilleschool.us, sent in on a flash drive, or burned to a CD. Formats accepted: photos must be full resolution jpg images (not bitmaps, tiffs, or pdfs, and not copy and pasted into Microsoft Word). Text must be Microsoft Word 2010 or lower. Again, you can recommend the design you prefer, or tell us an ad from last year's yearbook you would like your ad modeled from.

How are yearbook ads designed? The yearbook staff is happy to design your ad for you. We take into account the size and quality of the images you have sent to us and the length of the text you would like included in your ad, and try to design an ad that focuses on the strongest visual impact. Often this means varying the sizes of the pictures, so if there is one you like best, you can let us know, and we'll make it the dominant picture in the ad.

Can I design my own ad? You can send in a pre-designed ad, or send in a sketch of how you want your ad to look. We will be happy to follow your instructions to the best of our ability with the programs available to us.

What should I include in the text of my ad? Many parents spend a lot of time thinking about what to say in a senior ad. After all, how do you convey all the love and memories of the past eighteen years, and all the hopes and dreams for the future in such a concrete form? We can't tell you what to say. We can tell you that, in design terms, the less text you have, the more space there is for pictures, and that we like incorporating small quotes, whether from Bible verses, from beloved children's books, from favorite songs, or from whatever else you and your family find inspirational and meaningful. We like to include a short personal message and a quote, but we will include whatever you want!

Can I choose where my ad will appear in the yearbook? We're sorry, but no, you can't. All the senior ads and business ads will appear together in the yearbook, but there is no way we can accommodate requests to have ads in specific placements, next to or far away from other ads. The only exception to this is multiple ads purchased by the same person.

Why can't I use Facebook pictures? The simple answer is because they are not big enough. When a photo is uploaded to Facebook, it is automatically reduced to about 700 pixels wide. On screen, this can still look really big. In print, however, that means it can only be printed as a two inch wide photo at most. So if you want a Facebook picture included, we either need the original image before you uploaded it, or we will have to use it as a very small image.

Why can't I design my ad in Microsoft Word or PowerPoint? Unfortunately, Microsoft Office also reduces the quality of images when they are put into a Word or PowerPoint document. So if you want to create such a document as a guide for how your ad will look, we'll be happy to use it as such, but we will still need the original jpg files or hard copies of the pictures that you want us to include.

When I send in real (hard copy) photos, do you have to use the whole picture? No, we don't. We can use our publishing program to reduce or crop out as much of the image as you'd like. If you are concerned about it, you can tell us, preferably in writing, what you want included and what you don't. So we can crop out old significant others or random people who got in the way of the photo, as long as they are not touching the main subject of the photo. We also crop for effect or to save space.

Why can't I cut out the pictures in the shapes I want? Again, the answer is pretty simple: we can't put back in what we don't have. So if you want us to crop your pictures in a specific way, tell us and we'll do our best to accommodate whatever you want with our publishing program. If you physically cut the images, though, we have to abide by precisely the image you provide, which means we cannot make the edges smoother or the lines straighter.

Should I send in original baby pictures? I wouldn't recommend it. Although we do our best to return the photos to you, and they are always in the condition in which we received them, those are irreplaceable memories. My recommendation would be to have them digitized (scanned) and send in the digital files or hard copies (reprints) of the photos.

What is the copyright law for senior ads? The yearbook staff does have to obey copyright law, which means that we are not allowed to reprint pictures that you do not have the rights to. That means, specifically, that we can't use photo proofs from a professional photographer, shots from Greenville Online, or any other photos that your family does not personally own. In most cases, however, even professional photographers will allow you to reproduce their pictures in the yearbook as long as you have actually purchased a copy of the photo from them.

Why can't I use copyrighted pictures? Simply put, because it is illegal and we could get in trouble. The yearbook staff can't afford to be sued.

Will I get a chance to make corrections to my ad? Yes, you will. As soon as senior ads are completed, a member of the yearbook staff or the adviser will email you a pdf copy of your ad, exactly as it will appear in the yearbook.

When do I have to pay for my ad? We ask that you either pay for the ad in full when you order it or send in half of the payment then and complete your payment by February 2, 2018. We will send out reminder invoices in January. If your ad has not been paid in full by the February deadline, your ad space will be reduced to fit the amount you paid. Absolutely no money can be refunded on an ad purchase. If this payment schedule creates too great of a hardship for your family, please contact the yearbook adviser to arrange a different payment schedule.

Is a yearbook included with my ad cost? Currently, it is NOT. Please be sure to order a yearbook as well! Only a small number of books will be ordered above the number of books that have been preordered. We cannot afford to purchase books that we cannot sell.

Why would I want to buy a senior ad? Senior ads provide you with an opportunity to celebrate your child and his or her accomplishments in a permanent format. With 850 students at Southside, we can't guarantee that the yearbook will tell all of your child's high school story, but senior ads give you a space and an opportunity to tell the story you want to tell, through words and pictures. They are a memory that will be cherished much later, and returned to for reunions for many years.

Why do yearbook ads cost so much? Yearbook ads cost as much as they do because we use the ad revenues to offset the cost of the yearbooks. Without ad revenues, we would have to charge as much as \$85 per yearbook to produce a book comparable to our last several editions. The ad prices are much lower than yearbook ad prices at other schools within Greenville County.

How many photos can I fit into my ad? That depends on two things: the size of the ad you buy, and the story you are trying to tell with it. 1/8 page ads can fit 2 photos (possibly 3), but only if you have a very short message to go with it. At 1/4 of a page or larger, the number of pictures can vary more, depending on the impact you want. Look through some of our ads from last year to get an idea of what we can do with varying sizes and quantities of pictures in an ad.

If you have a question that you do not see answered here, or if you would like additional clarification on any of these answers, please email the yearbook adviser, Brandi Richardson, at bmrichar@greenvilleschool.us.