

ALEDO HIGH SCHOOL

THE LEDOIAN YEARBOOK STAFF 2010

Cheryl Posey - Adviser

1000 Bailey Ranch Road

Aledo, TX 76008

(817) 441.8711 ext. 1332

****THIS LETTER IS 2 PAGES FRONT AND BACK.**

May 2009

Dear Class of 2010 Parents and Seniors:

CONGRATULATIONS! The finish line is in sight! Keep working hard this last year at A.H.S.

At this time the A.H.S. Yearbook Staff is preparing the senior ad section of the 2009 yearbook. As in the past, we would like to offer you the opportunity to purchase ad space to wish your special senior the very best, and we wanted to give the seniors and parents as much time as possible to prepare these special ads. **PLEASE READ THIS ENTIRE LETTER CAREFULLY**, and mark the ad deadline on your calendar if you plan to purchase senior ad space in the 2010 yearbook. Ad space is limited and fills up quickly; and because of our deadlines with our publisher, **NO** ads can be accepted after the deadline. However, everyone who submits **ALL** materials with payment by the deadline will be accepted for publication.

Seniors, you may also purchase this space to send a special message to your friends, parents, boyfriends, girlfriends or teachers. The cost and sizes are the same as for your parents, but each ad purchased **MUST** be accompanied by total payment and a separate contract. Additional senior ad contracts are available in the high school office and can also be downloaded on the school website.

CREATING YOUR AD

The ads will be sold in 1/8, 1/4, 1/2 and whole page sizes. Attached you will find the senior ad templates you **MUST** choose from IF you want the yearbook staff to create your ad. Because of the high volume of senior ads to create, it is not possible for us to create a personalized ad layout for each purchaser.

IF YOU WOULD LIKE TO CREATE YOUR OWN AD YOU MAY, BUT THE AD **MUST BE COMPLETED IN DIGITAL PDF FORMAT** BY THE DEADLINE and submitted on disk. PLEASE do not send your ad in the form of a JPEG unless you send it with and then without the type on it. JPEG type will look choppy if it is not sent in correctly. Please submit a printout of your ad along with a clearly labeled disk. Label the disk and the printout with the student's name and the words "yearbook senior ad." Please

note: Our yearbook page size is 9x12; you may create smaller ads by dividing the space accordingly or by measuring the ads on the attached pages.

NEW THIS YEAR: Many people are now opting to create an original ad instead of having the YB staff create the ad from one of our templates. If you would like to have a different look for your ad, I highly recommend you see the advertisement from Ms. Paige Read enclosed in this package. Paige is highly skilled in the use of Photoshop and InDesign and was editor-in-chief of the yearbook for 2009. For a fee, she will create an original ad for you and submit it to the school by deadline. PLEASE NOTE: If you are having Paige design your ad, you still need to turn in your senior ad contract and your check to the school by the deadline. Paige will get the ad to us if you get her the correct materials. Please see her enclosed ad.

If you are not creating your own layout to turn in on disk as a PDF, please choose your layout from the attached templates provided in this letter and we will create the ad for you from your digitally submitted pictures and ad contract. Please be VERY specific about your ad. Typed ad messages are requested. If you have several messages from different family members for your ad, please submit them together on the same typed page so none will be left out.

FONTS: If you want a specific font, you can tell us the name and show us how it looks. We cannot guarantee that we can match that font, but we will certainly try.

PICTURES

At this point we do not know if these ads will be printed in color or black and white, so submit your pictures in color unless you specifically want your ad in black and white.

All pictures must be submitted digitally, in a JPEG, TIF OR EPS FILE FORMAT at 300 DPI. This will help ensure that your pictures are not lost either in the journalism room or at the publishing company. If you don't know anything about digital pictures, DON'T PANIC. There are several places that can help you convert your old baby pictures into a 300 DPI digital format. Anyone with a scanner can scan pictures; just make sure you scan them at a high resolution, NO LOWER THAN 300 DPI. If your pictures are turned in with a low resolution, we cannot guarantee your ad satisfaction.

Companies who can convert hard copy pictures into a digital format for you are Walmart, CVS, Wolfe Camera, Walgreen's, Sam's, Brookshire's, and probably many others. Of course, you can also scan pictures yourselves; just remember JPEG, TIF OR EPS FILES - 300 DPI. ALL DIGITAL PICTURES MUST BE AT LEAST 300 DPI. TELL YOUR PHOTOLAB THIS INFORMATION. We cannot scan your pictures for you, so please submit your pictures on disk. Mark the disk with your child's name and the words "YB Senior Ad."

IF YOU HAVE A PREFERENCE as to where you want your pictures to be placed on the ad, then you will need to turn in the ad template (attached to this letter) with your ad contract (also attached to this letter). On the picture boxes on the ad template, write a brief description of the picture you want there (like baby picture with sailboat or senior

picture with jean jacket, or whatever is the defining characteristic of the particular picture you want in that box.) IF YOU DON'T GIVE US DIRECTION ON WHERE YOU WANT THE PICTURES TO BE PLACED ON THE AD, WE WILL PUT THEM WHERE WE THINK THEY FIT BEST.

IMPORTANT: Horizontally shaped pictures will not fit in a tall, thin box or a square box. They will only fit in horizontally shaped rectangular boxes (think geometry). Look at the shapes of the boxes on the templates to determine if the picture will actually fit (proportionately) in that box. Likewise, a tall, thin picture will not fit in a wide box --- it's proportionally impossible (even if we resize the picture). Don't worry if your pre-scanned picture is an 8x10 and you want to put it in a small box: the yearbook staff will resize it for you on the computer, provided that it is proportionately the right shape. But if you scan a wallet sized photo and want it to fit a larger space, please scan at a VERY high (600) resolution so that it won't look pixilated (Fuzzy or choppy) when we resize it to fit the larger box.

AD CONTRACTS, PAYMENT AND DEADLINE

The attached contract should be filled out completely by you and turned in by the deadline with your ad disk and your payment. Be sure to include a mailing address, a daytime phone number, and an email address in case we have any questions while preparing your ad (this happens frequently). **NO ADS WILL BE ACCEPTED WITHOUT A SIGNED CONTRACT AND PAYMENT.** Each ad needs a separate contract.

The cost for these ads is as follows: $1/8 = \$60.00$, $1/4 = \$95.00$, $1/2 = \$160.00$ and a full page ad = \$295.00. No one will be billed, so make sure you include payment with your ad and contract. You may want to make a copy of the contract to keep for your records.

Of course ad space is limited, so get your ads in as early as possible. **THE ABSOLUTE DEADLINE FOR THESE ADS IS SEPTEMBER 11.**

CHECKLIST FOR SUBMITTING YOUR COMPLETED AD

Please put your:

- 1) Completed ad contract
- 2) Your typed ad copy (message all on one page)
- 3) Your picture CD (clearly labeled)
- 4) Your chosen ad template (if you are not creating your own or hiring Paige to make it)
- 5) Your check (made out to AHS Activity Fund – yearbook) or cash

Into a large envelope (the one this was mailed in is fine) and hand deliver it to the high school office no later than **SEPTEMBER 11.** PLEASE PUT THE STUDENT'S NAME AND THE WORDS "SENIOR AD" ON THE OUTSIDE OF THE ENVELOPE.

FINALLY, If you are going to use a senior picture in your ad, please try to call Glamourcraft (817.292.8989) or your photographer EARLY in the summer to get your appointment so you can receive these pictures back in time to get them turned in with your ad.

If you still don't have them back by the ad deadline, we will accept these **senior pictures only** up until **OCTOBER 15**. **KEEP IN MIND, THAT THIS OCTOBER 15 DATE IS ONLY FOR A SINGLE SENIOR PICTURE SUBMITTED AFTER YOUR TOTAL AD SUBMISSION ON OR BEFORE SEPTEMBER 11**. Your contract, payment and ad submission is still due **SEPTEMBER 11**.

***NEW THIS YEAR – Enclosed you will find a postcard that you can address and stamp if you want confirmation that the yearbook staff received your sr. ad materials. This is optional, but it is the only way to verify that your materials were received with nothing missing. The cards will not be mailed back to you until OCTOBER.

We know how much these ads mean to you and to your senior, and that is why we have given you such specific information. Thank you for helping us make a quality yearbook for the students of Aledo High.

Sincerely,

Cheryl Posey – AHS Yearbook Adviser

PITFALLS TO AVOID:

- SENDING PICTURES THAT YOU PULLED OFF OF PHOTOGRAPHY WEBSITES THAT ARE ONLY 72 OR 96 DPI. EVEN THOUGH THEY ARE PROFESSIONAL PHOTOGRAPHS, AND THEY MAY LOOK CLEAR ONLINE AND ON YOUR DISK, THEY AREN'T HIGH ENOUGH RESOLUTION TO LOOK GOOD IN THE YEARBOOK.
- CHECK YOUR PICTURE DISK TO MAKE SURE YOUR PICTURES ARE ACCESSIBLE AND PRESENT. WE RECEIVED AT LEAST 10-20 DISKS THAT WERE EITHER BLANK OR UNREADABLE LAST YEAR. AND DEPENDING ON HOW THINGS ARE SAVED, VISTA DOCUMENTS ARE SOMETIMES UNREADABLE IN OUR LAB.
- DON'T WRITE TOO MUCH MESSAGE FOR THE SPACE ALOTTED ON THE TEMPLATE. USE GOOD JUDGMENT ABOUT WHETHER YOUR MESSAGE WILL FIT IN THE SPACE YOU SEE ON THE TEMPLATE.
- MAKE SURE YOUR PICTURE PROPORTION (HORIZONTAL AND VERTICAL) MATCHES THE BOX YOU HAVE CHOSEN. MAKE SURE PICTURE QUALITY IS GOOD TO START WITH.

- IF WE EMAIL AND CALL YOU AND YOU DON'T RESPOND, YOUR AD MAY NOT TURN OUT AS YOU WANT IT TO.

Senior Ad Contract 2009 YEARBOOK
(One contract per ad please. You may copy this as many times as you need.)

Name of student to be featured in ad _____

AD PURCHASER INFORMATION

Name of ad purchaser _____

Daytime phone number of ad purchaser _____

Mailing Address of ad purchaser _____

Signature of ad purchaser _____

AD INFORMATION

Size of Ad (Circle only 1) 1/8 (\$50), 1/4 (\$85), 1/2(\$150) FULL PAGE (\$285)

Amount of money enclosed _____

(Make checks payable to: A.H.S. Activity fund-YEARBOOK)

CHECK ONE:

Number of template Chosen _____ or Created my own on disk _____

(Don't forget to number your picture boxes on your layout.)

OF PICTURES ON DISK? _____

ARE WE WAITING ON A SENIOR AD PICTURE? _____

Copy (Words) you want on your layout:

(Feel free to type this and attach it. **Spelling counts! Remember : Small spaces call for small amounts of words! We cannot magically fit two paragraphs of type onto a 1/8 size ad that already has 2 pictures.**)

Any Special Instructions?

