Central High School

Please understand that there is **LIMITED SPACE** in the yearbook for senior ads.

Please order early to help secure your space—once all of the pages are filled, we can no longer accept ad orders.

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**How it works:**

Ads may ONLY be ordered from Mrs. Ogee in Schweitzer 112. No mail orders or drop-offs to Tucker offices will be accepted.

1. **Reserve your space by December 6.** Photos and messages to complete the ad will be due by January 17.

2. **Ad space must be paid in full at the time of order** (cash, check, or money order only; we cannot accept credit or debit cards).

3. **We will accept orders until we run out of space.**

4. **Because of yearbook deadlines, we will not be able to accept ad orders after December 6 if space has not sold out before then.**

We have sold out of space before the deadline in the past. Please be aware that as we get close to selling out, only certain sizes may be available. Order early!

**Reminder:**

BY **October 18, 2019**, all seniors need to have their senior portraits taken at the Photo Studio, 2471 Sherwood Way, (325) 944-4406. These photos are for the senior portrait section of the yearbook and do not need to be purchased or used for ads.

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**EXAMPLES AND PRICING:**

<table>
<thead>
<tr>
<th>Option 1: Full page</th>
<th>Option 2: Half page</th>
<th>Option 3: Quarter page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$225</td>
<td>$150</td>
<td>$100</td>
</tr>
<tr>
<td>Maximum of 10 photos</td>
<td>Maximum of 4 photos</td>
<td>Maximum of 2 photos</td>
</tr>
<tr>
<td>Message to senior in middle</td>
<td>Message to senior in middle</td>
<td>Message to senior at bottom</td>
</tr>
</tbody>
</table>

Due to the large number of ads we will build, we cannot customize layouts or ads with special instructions (backgrounds, more pictures, rearranging photo boxes, etc.). You may choose to build a custom ad and save the entire ad as a .jpeg image (300 dpi), or you may have a professional photo studio or printing company build the ad for you. See reverse side for custom ad information.
Building Custom Ads

*Please note— you do not have to build your own custom ad. These instructions are only for those who wish to design their own. If you would like the yearbook staff to build your ad, you just need to submit your photos and message and we will do the rest.

The following guidelines MUST be met in order for your custom ad to be published. Failure to follow these guidelines will result in blurry ads or in images that our software will not allow to be uploaded for use due to poor quality.

1. All images used in the ad, either scanned or digital, must have a resolution of 300 dpi or greater. Anything less will result in blurry images.
2. The ad must be saved as an RGB image, not CMYK.
3. The entire ad must be saved as one .jpeg image. Once all photos, designs, messages, etc. have been placed into the ad, the entire thing must be saved as ONE .jpeg image (make sure the resolution is 300 dpi or higher!).
4. Before building the ad, settings for the appropriate ad size must be entered into the program being used to build it. Building the ad with the wrong dimensions will cause the ad to: 1. not fit onto our pages, 2. cause the staff to stretch the ad to try to make it fit, resulting in photos looking abnormal or even parts of the ad being cut off, 3. result in the ad having to be rebuilt, which can cause you to lose your ad space if there is not time to do so and still meet the ad deadline.

**Ad sizes are as follows:**

- Full page: 12 inches tall, 9 inches wide
- Half page: 6 inches tall, 9 inches wide
- Quarter page: 6 inches tall, 4.5 inches wide

Please submit your final draft of the ad (remember, saved as ONE .jpeg image) on a CD or flash drive or by e-mail to dhara.ogee@saisd.org.

If you have any questions about building your ad, please call or e-mail Mrs. Ogee as soon as the question arises so that you have adequate time to build and submit your ad.

Dhara.ogee@saisd.org