

# THE HIGHLANDER

## *Class of 2019 Senior Ads Information Packet*

### CONTACT INFORMATION

- 2018-2019 Business Managers & Ads Editors-in-Chief: **Claire Kemble**
- Adviser: **Margie Raper**
- Yearbook classroom: **EC213**
- Email address: [highlanderads@hpsid.org](mailto:highlanderads@hpsid.org) \*Preferred method
- Phone number: 214-780-3886, fax 214-780-3887
- Website: [hphighlander.com](http://hphighlander.com)

### AD MEETINGS

Ad sales will resume in the fall **August 29- September 14** with walk-ins, no appointment necessary during our yearbook class periods (10:06am- 1:40pm). Ads are first come, first serve so do not wait until the last day!

#### Before Your Meeting:

- Review Ad size and specifications for correct number of photos and amount of text for ad message.
- Bring:
  - Photos you intend to use on a USB FLASH DRIVE or HARD COPIES. These will NOT be returned, so make a copy if the photo is an original
  - The message you would like included on the ad
  - Credit card or check to pay for the ad

Orders may NOT be placed without all photos and text, with the exception of the senior photo to be taken at a later date. You will NOT be able to reserve an ad for your student if you do not have all photos and text at the meeting.

## DEADLINES

- For fall pricing: No appointments, **August 29- September 14**
  - It is first come, first serve, during periods 3-6 (10:06-1:40). Spacing based on availability.
- Senior photo replacement deadline: **September 14**
- Proofs emailed to parents: **October 5**
- Proofs finalized: **October 19**

## AD SIZES & SPECIFICATIONS

- 1 block ad: 1 photo, 1 line of text
- 3 block ad: 1 to 3 photos, 1 to 3 lines of text
- 4 block ad: 1 to 3 photos, 2 to 6 lines of text
- 6 block ad: 1 to 5 photos, 2 to 6 lines of text
- 9 block ad: 1 to 9 photos, 2 to 10 lines of text
- 12 block ad: available only for an organization/club/team in the spring ONLY

## TYPES OF ADS

1. Family ads: up to nine block maximum
2. Friendship ads: in the fall only, starting August 29
3. Sports/Clubs/Organizations ads: done through a single representative of the group. You are able to reserve space in the spring, but these ads will be made and paid for in the fall. Groups may purchase up to a 12 block ad.

## PRICING

	Spring	Fall
1 block	\$45	\$50
3 blocks	\$135	\$150
4 blocks	\$180	\$200
6 blocks	\$270	\$300
9 blocks	\$405	\$450
12 blocks	\$540	Unavailable

## PHOTO SELECTION GUIDELINES

- Ads will be in full color unless otherwise specified
- You do not need to bring in a placeholder photo for the senior photo, as we have required in years past. If you do not have the senior photo at the time of the appointment, you can still complete your ad and give us the photo after you have taken it.
- Avoid using photos from websites like Facebook, Twitter, Instagram because they decrease the photo quality
- When scanning your images to a USB flash drive, ensure the scan is 300 dpi. At home scanners allow you to select the resolution to 300 dpi. Also places like FedEx, UPS, Kwik Kopy, CVS can help scan hard copies of photos to USB drives
- Please no nudity (regardless of age), drugs, alcohol, tobacco, firearms in photos

## TEXT SELECTION GUIDELINES

- Only up to 8 words from a copyrighted work (song lyrics)

## SENIOR PORTRAITS

- Courtney Teesdale Photography
- 214-579-9516, [studio@teesdalephotography.com](mailto:studio@teesdalephotography.com)
- Deadline for senior portrait submission for the senior portrait panel pages is September 14

## PROOFS

- Digital PDF proofs will be emailed by October 5
- Responses for edits and revisions due by October 19
- Check for name spelling, photo location, quality
- Each photo replaced during the proofing process will cost \$50. No charge for changing text or rearranging photos