

It's time to order senior ads!

Dear Class of 2019 Parent:

After all these years, graduation is about to become a reality. The Tiger yearbook staff is now offering you a very special way to congratulate your senior. Your feelings of joy and pride can be transferred straight from your heart and into the yearbook with a yearbook Senior Ad.

Once again, we are happy to offer you the chance to thank, congratulate, praise or express your love in the 2019 Tiger. Senior Ads may also be used to recognize more than one senior – graduating members of a team or organization, church youth groups or just a group of special friends.

Prices start at just \$40, and all ads include color. Instructions are included in this packet to help you plan your ad. Please read them carefully to ensure the best results. An example of each block size is attached.

The regular deadline to purchase an ad is Oct. 20, but we would encourage you to reserve your ad as soon as possible since space is limited. Please note that our book is delivered in May, so it is impossible to accommodate requests for ads after that section has been submitted. If you are having trouble deciding what you want your ad to look like, you may make an appointment with a member of the staff who will help you design your ad.

Senior Ads are always popular and many students look forward to seeing their special message from their family and friends. Don't let your senior feel left out! Remember that the Tiger will last for many years to come, and the appreciation seniors will have once they will see their own ad also will last many years.

Since many parents wish their Senior Ad to be a surprise, rest assured that the contracts and contents of the messages are handled with confidentiality by a few select staff members and the adviser.

If you have any questions, please contact us at (903) 794-3891, ext. 2050 or by email at rebecca.potter@txkisd.net.

Sincerely,

2019 Tiger Yearbook Staff

SENIOR AD ORDER FORM



To reserve yearbook space please respond by 10-20-18 by providing the following OR order your ad online at yearbookordercenter.com with order number 293:

- This Order Form completed
- Ad Photo(s)
- Ad Text
- Check payable to:

Mail form and payment to:
 THS Publications
 Texas High School
 4001 Summerhill Rd.
 Texarkana, TX 75503

CUSTOMER DATA

Student's Name _____

Parent/Purchaser's Name _____

Email Address _____

Address/City/State/Zip _____

Your signature _____

Daytime Phone _____

Evening Phone _____

ADVERTISING DATA

Check the ad size requested:

<u>Size</u>	<u>Color</u>
1 block	\$ 40 _____
2 blocks	\$ 75 _____
3 blocks	\$ 105 _____
4 blocks	\$ 135 _____
6 blocks	\$ 200 _____
8 blocks	\$ 265 _____
Full page	\$ 300 _____

Design information:

Please sketch desired layout on back of order form.

Copy: Please type message below or use additional sheet

*No COLLAGES/NO MORE THAN 15 PICTURES

PAYMENT AMOUNT

\$ _____ Total amount paid
 _____ Check included
 _____ Cash included [do not mail]
 _____ Money order included

PAYMENT OPTIONS

_____ Pay full amount
 _____ Pay 50 percent at time of order.
 Remainder due by Nov. 15

Office Use Only No. Pics _____ Proof OK'd _____ Pics Ret _____

--

--

--

--

--

--

--

--

--

--

Parent Ad Guidelines

Messages

- 1) Neatly print or type your message on the order form or a separate piece of paper.
- 2) Messages will be printed exactly as you send it in, provided it is within THS Publications guidelines. We retain the right to edit or reject any material we consider libelous or in questionable taste.

Layouts

- 1) The grid on the back of the contract shows the sizes of the ads with the blocks marked off. Senior's names will be added to ads. Mark off the size and arrangement you want.
- 2) Sketch out your design ideas to show how you would like photos and copy placed. You may call to meet with a staff member to prepare your ad or you may select one of the design templates in this packet.
- 3) Please limit photos according to size of Ad. Remember that less is more. You can submit up to 15 photos.
- 4) The Tiger is produced on Macs using Adobe Photoshop and InDesign CS6. If you would like to provide computer graphics or designs, call for more information. All submitted files must be compatible with this format or the material will be returned.

Photo Return

Photos will be returned once we receive the proofs from the plant. It is recommended that you supply a self-addressed envelope to ensure a speedy return.

Questions

If you have any questions, please call (903) 794-3891 ext. 2050 or email your questions to rebecca.potter@txkisd.net.

Photos

- 1) Do not cut, glue or tape photos.
- 2) All ads will appear in color unless you specify to use black and white.
- 3) Original photos can be any size; we can reduce, enlarge or crop any photo without damage to the original.
- 4) Label each photo with the student's name, address, and phone number (mailing labels work well). Do not use ink because it may rub off on other photos.
- 5) Use Post-It notes to indicate cropping.
- 6) Number each photo on the back according to the design you selected so that the staff will know where to place it. Do not use ink.
- 7) Photos with guns, alcohol or tobacco products will not be printed.
- 8) Select vertical (tall) photos for vertical spaces and horizontal (wide) photos for horizontal spaces.

Photo quality

- 1) Do not send ink-jet or laser copies. These images are not sharp enough for high-quality reproduction. We cannot be held responsible for their poor reproduction quality.
- 2) Our best reproduction comes from the original photo. However, copy prints should be submitted for irreplaceable photos. The school or yearbook staff do not accept responsibility for lost or damaged photos.
- 3) By making an appointment, we can scan your photo and return it to you immediately.
- 4) If you submit scanned images on disk, please use a resolution of at least 300 and save in JPEG, TIFF format. Every image must be submitted as a separate scan. Do not scan images together.

email digital content to publications@txkisd.net