

NEWSPAPER • PHOTOGRAPHY • YEARBOOK

# THS PUBLICATIONS

Dear Class of 2021 Parent:

After all these years, graduation is about to become a reality. Your feelings of joy and pride can be transferred straight from your heart and into the yearbook with a yearbook Senior Ad.

**Time is limited to still order an ad. The deadline is Nov. 20.** 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.

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](mailto:rebecca.potter@txkisd.net).

Sincerely,  
2021 Tiger Yearbook Staff

# SENIOR AD GUIDELINES

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## 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.
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. 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.
5. All ads must conform to the design guidelines the staff has created in order to be consistent with the book.

## LAYOUTS

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](mailto: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 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, please use a resolution of at least 300 and save in JPEG format. Every image must be submitted as a separate scan. Do not scan images together.

## UPLOADING PHOTOS

We prefer that you send digital photos. These can be uploaded to the Herff Jones eShare site by downloading the HJeShare app or online at [hjeshare.com](http://hjeshare.com). Our school code is THS293. Please send actual photos and not screenshots as these do not have enough resolution to print.

# SENIOR AD ORDER FORM



To reserve yearbook space please respond by **11-20-2020** by providing the following OR order your ad online at [yearbookordercenter.com](http://yearbookordercenter.com) with order number 293:

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

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

Address/City/State/Zip

Phone

Email Address

## ADVERTISING DATA

Check the size requested:

- |                 |       |
|-----------------|-------|
| _____ 1 Block   | \$40  |
| _____ 2 Blocks  | \$75  |
| _____ 3 Blocks  | \$105 |
| _____ 4 Blocks  | \$135 |
| _____ 6 Blocks  | \$200 |
| _____ 8 Blocks  | \$265 |
| _____ Full Page | \$300 |

## DESIGN INFORMATION

Sketch desired layout on back or form.

Please enter message below or use another sheet

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No collages/no more than 15 pictures

## PAYMENT INFORMATION

- \_\_\_\_\_ Check included  
\_\_\_\_\_ Money order included  
\_\_\_\_\_ Cash included (do not mail)

## ONLINE ORDERING

Orders and payments may be submitted online at [yearbookordercenter.com](http://yearbookordercenter.com), order number 293

# DESIGN INFORMATION

Each rectangle represents one block

