

PAWNEE BLACK BEARS

YEARBOOK SENIOR ADS

WHAT ARE SENIOR ADS?

The Yearbook staff offers every senior and their family the opportunity to participate in a long-standing tradition and personalize the yearbook in a very special way by creating a unique tribute congratulating their graduate. There are different sizes to choose from and you can either design your own ad or choose to have the ad designed by one of our yearbook staff members. Follow the guidelines below to reserve your spot today!

DEADLINES

The completed order form, pictures, message, and payment must be submitted by:

Tuesday, October 13, 2020

NO EXCEPTIONS! Please do not wait until the last minute to submit ads. When several students show up on the due date, this contributes to confusion!

FREQUENTLY ASKED QUESTIONS

WHO DESIGNS THE AD? You can either specify how you would like your senior ad to look or you can let our yearbook staff create one specifically for your senior. Simply send us the pictures and message and we will customize your design.

DO I GET MY PHOTOS BACK? Photos will be returned to the student at school. Be sure to label every photo on the back with the student's name. If your photo is irreplaceable, make a copy and send us the copy instead. The school and yearbook staff do not accept responsibility for lost or damaged photos.

WHAT ARE THE RULES FOR PHOTOS? All parts of the ad must be appropriate for school. The yearbook staff reserves the right to reject photos or messages and/or ask for changes to conform to the yearbook's standards. Submit all photos, message, order form and payment time **together at one** in the same envelope.

DO I HAVE TO HAVE THE EXACT NUMBER OF WORDS SPECIFIED FOR EACH AD SIZE? No. It is suggested that you stay within that number range in order to keep text legible.

TIPS TO MAKE A GREAT SENIOR AD

Refer to past senior ads or use the internet to get an idea of what you might want to include in your senior ad.

Too much text and/or too many pictures make the ad appear cluttered. Keep this in mind as you choose your ad size.

Sometimes using a full-page picture as the ad background makes it difficult to include text that can be easily read.

PHOTO SUBMISSION GUIDELINES You may submit either real photos or digital photos

IF YOU SUBMIT REAL (PAPER) PHOTOS:

- Do not cut, glue or tape photos. When labeling pictures, press lightly on the back with a soft lead pencil.
- A photo quality copy should be submitted for irreplaceable photos.
- Do not submit computer generated inkjet photo images as they do not scan well and the quality will be inferior.

IF YOU SUBMIT DIGITAL PHOTOS:

- Save each photo as a .jpg
- Minimum photo resolution should be 300. Do not send a picture or screenshot of a photo.
- You may email photos to laurie.mittasch@pawnee.k12.ok.us (include Senior Ad Photos in the subject line with student's last name) or submit them on a CD or flash drive either by mail or in person.

To place your order, **ALL MATERIALS** must be received by **October 13, 2020**. Include the following items:

- 1) Order Form
- 2) Ad Photos
- 3) Ad Message
- 4) Payment (Make checks payable to PHS Yearbook)

Mail or deliver to:
Pawnee High School
Attn: Laurie Mittasch
615 Denver Street
Pawnee, Oklahoma 74058

Student/Senior's Name: _____

Parent/Purchaser's Name: _____ Relationship to Senior: _____

Email Address for Proof to be Sent: _____ Phone #: _____

Is this ad a secret for the Senior? Yes No Do you want to proof the final ad? Yes No

_____ I am purchasing a **FULL PAGE** Senior Ad. \$150 To keep text legible, 175 words or less (limit 10 photos)

_____ I am purchasing a **HALF PAGE** Senior Ad. \$100 To keep text legible, 140 words or less (limit 6 photos)

_____ I am purchasing a **FOURTH PAGE** Senior Ad. \$75 To keep text legible, 100 words or less (limit 2 photos)

I am emailing _____ (#) photos to laurie.mittasch@pawnee.k12.ok.us (include Senior Ad Photos in the subject line with student's last name).

I am including _____ (#) photos with this order form to be included within the ad.

Neatly write a message for your senior here. You may submit a message on another sheet of paper if necessary. Please proof your message for punctuation and spelling errors, we will print your message EXACTLY as you provide in the space below. Adjust your message based on ad size.

Neatly write any special instructions for the yearbook staff member designing your senior ad:

Parent/Purchaser's Signature: _____ Date: _____

PAYMENT RECEIVED FROM: _____ AMOUNT: _____

DATE: _____ CASH/CHECK: _____ RECEIPT #: _____