



2019

Senior Ad Fact Sheet

Final Submission Deadline

Friday, Nov. 9, 2018

4700 Overland Drive, Lawrence, KS 66049 • Phone: (785) 832-6050 ext. 4932 • Fax (785) 832-6099 • Email: lfolsom@usd497.org

Dear FSHS Senior Parents,

Congratulate your senior in the Talon yearbook with a full-color Senior Advertisement. Most ads consist of a photograph of your student and a congratulatory message.

Students enjoy seeing special messages, words of encouragement and funny childhood photographs from their parents, grandparents and other family. Yearbooks are passed out just days before graduation.

Pricing & Deadlines

	Early Bird Sept 21*	Regular Oct 12*	Last Chance Nov 9*
1/8 pg	\$40	\$50	\$80
1/4 pg	\$70	\$80	\$140
1/2 pg	\$125	\$140	\$220
1 pg	\$230	\$270	\$310

Ad Guidelines

	<u>Width x Height</u>	<u>Word Limit</u>	<u>Photo Limit</u>
1/8 pg	4" x 2.25"	25	1
1/4 pg	4" x 5"	50	3
1/2 pg	8.25" x 5"	100	8
1 pg	8.25" x 10.5"	200	12

Option 1

Mail Your Order, Have Us Design it For You

Send your photos with a check and the enclosed form to the Talon staff. Carefully write your student's name and address on the back of your photos in pencil and avoid pressing hard. Hard copies of photos are returned in April. Do not send us a photo that is your only copy.

NOTE: This is the only option for the Early Bird deadline (Sept 21)

Option 2

Sign up for a Senior Ad Design appointment

If you would like help designing your Senior Ad, the journalism staff is available during three Senior Ad Design Nights. Bring in your photos and message. Our staff designers will help you create the perfect Senior Ad. We can scan your photos and, at the end of your design session, you have a print of your senior ad.

Tues,	Oct. 9	3:30- 8:30 p.m. Office Conference	Rm- bit.ly/2K3fVsq
Thurs,	Oct. 11	3:30- 8:30 p.m. Office Conference	Rm- bit.ly/2NLrTZO
Wed,	Nov. 7	3:30- 8:30 p.m. Office Conference	Rm- bit.ly/2LJTfIM
Thurs,	Nov. 8	3:30- 8:30 p.m. Office Conference	Rm- bit.ly/2LNHXgi

Deadlines & Late Fees

For the best pricing it is best to submit your ad early. Ads are not considered as meeting deadline until ALL photos and text are submitted! The yearbook staff needs all the information in order to complete ads and meet deadlines. Add \$25 for photos / text (beyond simple text edits) added after Nov 9.

New This Year!!!

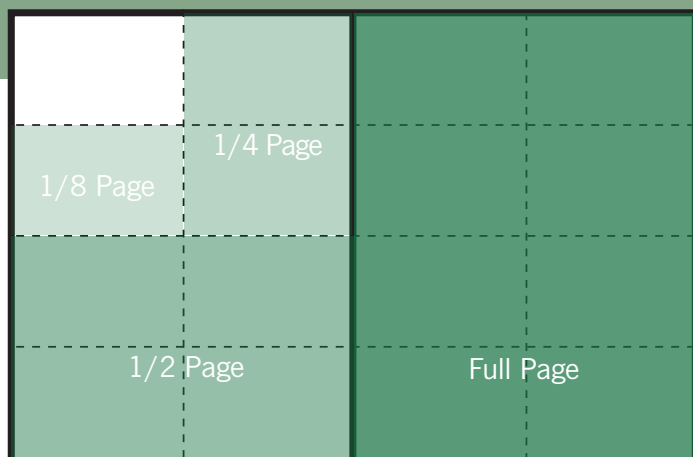
Order AND PAY Online

Purchase books AND senior ads online at www.yearbookordercenter.com

School Code: 12781

For the best pricing it is best to submit your ad early. Ads do not meet a submission deadline until ALL photos and text are submitted! If you order and pay for a ad online, but your photos and message miss the deadline, you will owe the next deadline's pricing.

Select Your Ad Size*



CLASS OF 2016

CONGRATULATIONS!

*We are so proud of you.
Yeah!!
Love you so much,
Your Village*

Jeremiah 29:11

DARIAN MICHAEL LEWIS

1/8 pg

MATTHEW//MESEKE

Congratulations, Matthew!
We are so proud of you!
Now, it is your turn to open your box of chocolates and find out what you are going to get.

Love you forever and always,

DAD
MOM AND NATHAN

1/4 pg

CAITLIN//DODD

Caitlin,

"You are braver than you believe, stronger than you seem, smarter than you think and loved more than you'll ever know."

-Christopher Robinson

We are so proud of you!
Love Mom, Dad & Ali

1/2 pg



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Senior Ad Order Form

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4700 Overland Drive, Lawrence, KS 66049 • Phone: (785) 832-6050 ext. 4932 • Fax (785) 832-6099 • Email: lfolsom@usd497.org

Parent Contact _____
 Parent Email _____
 Day Phone _____
 Evening Phone _____

Senior _____
 Street Address _____
 City, St, Zip _____



Step 1

Select Your Ad Size*

Submitted by _____ Submitted by _____

Sept 21 deadline*

☐ 1/8 pg \$40☐ 1/4 pg \$70☐ 1/2 pg \$125☐ 1 pg \$230

Submitted by _____

Oct 12 deadline*

☐ 1/8 pg \$50☐ 1/4 pg \$80☐ 1/2 pg \$140☐ 1 pg \$270

Nov 9 deadline*

☐ 1/8 pg \$80☐ 1/4 pg \$140☐ 1/2 pg \$220☐ 1 pg \$310

* Ads are not considered as meeting deadline until ALL photos and text are submitted! The yearbook staff needs all the information in order to complete ads and meet deadlines. **Add \$25** for photos / text (beyond simple text edits) added **after Nov 9.**



Step 2

Message

Limit messages to **25 words** for an 1/8 page ad, **50 words** for a 1/4 page ad, **100 words** for a 1/2 page ad or **200 words** for a full page ad. **DO NOT INCLUDE COPYRIGHTED WORK (INCLUDING SONG LYRICS) UNLESS PERMISSION HAS BEEN OBTAINED IN WRITING.** Use the back side of the order form if you need more space.



Step 3

Order Online or send a check

Purchase books AND senior ads online at www.yearbookordercenter.com**School Code: 12781**

Sending a check?

Total payment \$ _____ Check # _____

Make checks payable to FSHS Journalism. Include the student's name in the memo line.



Final Checklist: Have you included...

☐ Message☐ Hard copies of photos enclosed (Number submitted: _____)☐ Photos uploaded to eShare. Digital images can be uploaded to www.HJeShare.com. **Code: FreeState**

Ad Agreement

I acknowledge and adhere to all terms and conditions the Talon has laid out (here and on the "Sr Ad Fact Sheet") and have received permission for a one-time usage of all photos submitted for the ad.

Signature _____ Print Name _____



Submit Digital Image Files

We gladly accept digital files of your photos.

Scan and save photos at least 300 ppi resolution. Go to www.HJeShare.com to upload your images. Enter code: FreeState (no spaces).

Plan on attending a Senior Ad Design Night?

Upload your photos beforehand and you can save time.

You can skip the photo scanning station.

Share the eShare information with your senior photographer and they can upload senior portraits you want in the ad.

Inappropriate Content



The Talon reserves the right to deny Senior Ad photos that include inappropriate content or violates copyright.

The Talon will deny printing of any ad that...

- Contains images of children without clothing, i.e. bare bottoms.
- Promotes tobacco, liquor or any activity that is illegal for students.
- The Talon reserves the right to edit design and content to fit our style guidelines.

We cannot accept song lyrics or poetry that you haven't secured copyright permissions to use. For example, Dr. Suess.

Copyright

Be advised you are **required to obtain and submit written permission from your portrait photographer**



before submitting any image under copyright.

Communicate with photographers **BEFORE** submitting images. The photographer can email permission to lfolsom@usd97.org

Return your order to...

Attn: Talon yearbook

Free State High School

4700 Overland Dr.



Lawrence KS 66049