

2016-2017 Amarillo High School Yearbook Senior Advertising Contract

Name of Student: _____ Date: _____

Name of Purchaser: _____

Mailing Address: _____ Zip Code: _____

Email Address: _____

Phone Number where you can be reached during the day: _____

This authorization of the above named is for the insertion of a senior ad into the Amarillo High School Yearbook, La Airosa, for the 2016-2017 school year. The full payment is due upon the due date of the Advertising Contract. No ad space may be saved or reserved. Please make checks payable to Amarillo High School. **The purchase price of a Senior Ad does not include the price of a yearbook.** Also, please remember that La Airosa is a student publication. Every effort will be made to publish your ad as submitted. However, in case an error does occur, corrections will be limited to a refund of the ad price.

Please read the other side of this contract for details regarding pictures, messages, and how to turn in your senior ad. If you wish to purchase more than one senior ad, please use a separate contract for each ad.

Ad Deadline is Oct 21, 2016

Early admission discount: Have your senior ad(s) with payment in the senior ad box at Amarillo High School's front office by *Friday Sept 30th*, and take \$15 off each original ad price listed below.

<u>SIZE OF ADS:</u>	<u>PRICE:</u>	<u>NUMBER OF PHOTOS:</u>
Space A (1/8 page) 4 ¼" wide X 2 ¾" tall	\$65	1 Picture only <input type="checkbox"/>
Space B (1/4 page) 8 ½" wide X 2 ¾" tall	\$115	1-2 Pictures only <input type="checkbox"/>
Space C (3/8 page) 4 ¼" wide X 8 ¼" tall	\$165	1-3 Pictures only <input type="checkbox"/>
Space D (1/2 page) 8 ½" wide X 5 ½" tall	\$215	1-4 Pictures only <input type="checkbox"/>
Space E (3/4 page) 8 ½" wide X 8 ¼" tall	\$315	1-6 Pictures only <input type="checkbox"/>
Space F (full page) 8 ½" wide X 11" tall	\$415	1-9 pictures only <input type="checkbox"/>

SPECIAL INSTRUCTIONS: (Feel free to attach detailed instructions pertaining to the content and layout of the ad.)

Please type the wording you wish to appear on the ad and attach it to this contract along with your pictures, a self-addressed and stamped envelope, and your cash/check. Please keep wording brief due to space limitations.

We will not accept incomplete ads. You must turn in message, pictures, self-addressed and stamped envelope, and payment together by Oct. 21st.

If you need assistance, please feel free to call the Journalism office at 326-2050. Assistance will be available from
8:00-9:00am
10:40 – 11:30am
3:00-4:20pm
Monday through Friday.

Purchaser's Signature:

Thank You for advertising in La Airosa.

Purchase of a Senior Ad

Dear Senior Parents,

As in the past, the yearbook will feature a special advertising section for the seniors. In this section, parents are given the opportunity to congratulate their son or daughter on his/her accomplishments or commemorate special memories.

Advertising rates vary depending on the size of the selected ads. A breakdown of rates and sizes is located on the other side of this letter.

Senior ads will be sold until Oct. 21st on a cash/check basis. No advertising will be accepted after that date. Space cannot be saved or reserved. If the ad is not paid in full, it will not be placed.

If parents would like an elementary school ad, a friend's ad or a family ad, it is the parent's responsibility to organize a photo and pay for the ad. We do not organize elementary school ads, but the staff will create one, if the materials are present.

<p>Photo Guidelines</p> <ul style="list-style-type: none"> ○ The pictures may be color or black/white. ○ Pictures of any size can be submitted; the yearbook staff will reduce or enlarge the picture to fit the size of the ad you have purchased. ○ All photos must be square/rectangle shaped (four sided). ○ Make sure the photo is clear. ○ We are unable use photocopies. ○ We are not allowed to print pictures that contain the following: <ul style="list-style-type: none"> ○ Nudity – including bare chests ○ Firearms ○ We strongly advise against trophy kill photos <p><i>If the picture is a one-of-a-kind photo/portrait, it is recommended that you have the picture duplicated at a local business or scanned and emailed to us.</i></p>	<p>Message Guidelines.</p> <ul style="list-style-type: none"> ● Please keep your message or wording brief. ● Please type your message. ● Emailed messages are preferred ● Because of copyright laws, we are unable to reprint entire poems or songs. You may use a small portion as long as you credit the author. ● Please know that we may double check with you to make sure that the wording or phrasing of a message is correct.
<p>Submitting Guidelines</p> <p>Place an envelope in the Baby Ad box in the AHS office with the following</p> <ul style="list-style-type: none"> ● This contract and your payment ● All pictures you would like to use with your child's name written on the back. ● Your typed message ● A self-addressed and stamped envelope of the appropriate size if you would like your student's photos mailed back to you in May. ● Anything you would like us to do for the ad (favorite color, design ideas if you want it a certain way, any special things you want) <p>If submitting by email,</p> <ul style="list-style-type: none"> ● Place an envelope with contract and payment in the baby ad box in the AHS office. ● Please attach a statement that all items will be emailed. ● Make sure all photos are JPEG and attached in email. ● Attach your message as a word document. ● Anything you would like us to do for the ad (favorite color, design ideas if you want it a certain way, any special things you want) ● Email your ad to ahsbabyads2017@gmail.com 	<p>Designing guidelines</p> <p>The baby ad staff will design your ad for you, all you need to do is send us the photos and message.</p> <p>If there is a specific layout you want, please include that with your information.</p> <p>You may pay a third party to design your ad, however, please make sure that they are aware of the dimensions of the ad space.</p> <p>You will receive a proof of your ad after the staff has designed it, this will be emailed using the email address you put on the contract. You may approve the ad or if there are thing we need to change, reply back with the changes. If we do not receive a reply in three days, we will automatically approve the ad.</p> <p>Mail senior ads to: Amarillo High Journalism Department 4225 Danbury Amarillo, TX 79109</p>

Please submit your ad as soon as possible. Remember: The final ad deadline is Oct. 21st.