

ALEDO HIGH SCHOOL  
THE LEDOIAN YEARBOOK STAFF 2018  
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May 2017

Dear Class of 2018 Parents and Seniors:

CONGRATULATIONS! The finish line is in sight! The AHS Yearbook Staff would like to offer you the opportunity to purchase senior ad space to wish your senior son or daughter the very best, and we want to give the seniors and parents as much time as possible to prepare these special ads. You can save yourself a lot of worry and time simply by **READING THIS ENTIRE LETTER CAREFULLY** and marking the ad deadline on your calendar if you plan to purchase senior ad space in the yearbook.

Everyone who submits ALL materials with payment by the deadline will be accepted for publication. However, history has shown us that senior ads turned in either late, or with materials not all together in one envelope, are the ones most likely to either be left out of the book or have mistakes. We genuinely try to make this section perfect, but it requires your help to make this happen.

**SO IMPORTANT:** Please follow the directions in this packet and submit your ad by deadline. Then **COME TO THE SENIOR AD PROOFING DAY** on **NOVEMBER 15** in the AHS Journalism room from 3-6 p.m. to make sure your ad looks the way you want it to and that it has been assigned a page number in the book. These are your only assurances that your ad looks like you want it to and has made it into the yearbook.

Seniors, you may also purchase this space to send a message to your friends, parents, boyfriends, girlfriends or teachers. The cost and sizes are the same as for your parents, but each ad **MUST** be accompanied by total payment and a separate contract. Additional senior ad contracts can be downloaded from the school website: [aledo.schoolfusion.us](http://aledo.schoolfusion.us) If you download from the website, under schools, choose 'Aledo High School' and then under 'Departments' choose 'Journalism and Communications.'

\* Each ad purchased needs to be turned in inside its own envelope.

#### AD CONTRACTS, PAYMENT AND DEADLINE

For either option in this letter (detailed below), the attached contract should be filled out completely and turned in by the deadline with your flash drive and your payment. Be sure to include an email address (that you check regularly) and daytime phone number in case we have any questions while preparing your ad (This happens frequently.). **NO ADS WILL BE ACCEPTED WITHOUT A SIGNED CONTRACT AND PAYMENT.** Each ad needs a separate contract and separate envelope for submission. The contract is how we keep track of your ad and ad materials. \* Please note: You may be eligible for assistance paying for your yearbook and senior ad by Advocats. If you are being sponsored by Advocats, you still need to follow all directions here and turn in all materials and contract by deadline, noting Advocat sponsorship on the contract. AHS counselors can help you with this.

The cost for these ads is as follows: 1/8 = \$65.00, 1/4 = \$120.00, 1/2 = \$220.00 and a full page ad = \$325.00. No one will be billed, so make sure you include payment with your ad and contract. You may want to make a copy of the contract to keep for your records.

**THE ABSOLUTE DEADLINE FOR THESE ADS IS SEPTEMBER 11, 2017.**

**PLEASE MARK YOUR CALENDAR:** For one day only, parents will be able to see a proof of their child's senior ad before it goes to press. Even if you are submitting a PDF made by a professional, you should come to the proofing day to make sure your ad has been assigned a page in the book. This will help you and the yearbook staff make sure no one is left out and the ads look like you intended. Proofing will take place from 3 p.m. until 6:00 p.m. on Wednesday, November 15 in the journalism room of the high school. You may see only your own ad, and this is open only to parents (not seniors) since many parents don't want their child to see the ad before the book comes out. We urge you to come to this ad viewing opportunity.

CREATING YOUR SENIOR AD – The senior ads will be sold in 1/8, 1/4, 1/2 and whole page sizes. There are two options. When you are considering which option works for you, remember that many professional photographers will create your ad for you after you use their photography services. Enclosed is a flyer from one individual whom you can contact to help you get pictures and/or make your senior ad for you. Her services are independent from the yearbook and are only provided here as an option for you. Please make arrangements to get your ad, contract and money to us by the deadline; this is not your photographer's responsibility.

Option 1 - Yearbook Staff created ad.

Step 1: Attached you will find the senior ad layout templates you will choose from IF you want the yearbook staff to build your ad. (Because of the high volume of senior ads to create, it is not possible for us to create a personalized ad layout for each purchaser.) Once you have chosen one of the templates found in this packet, you will know how many pictures you will need to find.

Step 2: Find them, then scan your pictures or have them scanned. There are now Smartphone apps (GeniusScan is one) that allow you to scan photos. (Companies who can scan your paper pictures for you are Walmart, CVS, Walgreen's, Sam's, Costco and probably many others.) You will submit these pictures on a flash drive, or disk or SD card with your other senior ad materials. Please label the flash drive, SD card or disk with the student's name and the words "yearbook senior ad." Please don't send us your hard copy (paper) pictures. Submit your pictures in color unless you specifically want your ad or a certain picture in black and white.

#### **MORE SPECIFICS ABOUT PICTURES**

*As stated, all pictures must be submitted digitally. This means they will be in a JPEG, TIF OR EPS file format when turned in. In general, photos need to have been taken with a camera, not a phone. Phone pics only look clear if they are to be very small on the ad. Also, don't download or screen shot pictures from the Internet; they won't work and the quality will be too low for us to use for the yearbook. IMPORTANT: If you scan pictures yourself or if you have someone else do it, make sure they are scanned at 300 DPI (dots per inch or resolution). If your pictures are turned in with a low resolution, you won't be happy with the outcome of your senior ad. When you view your pictures after they are scanned (DO THIS), make sure each is by itself as a large picture on your screen, and not a picture of your picture on a large white background. You have to zoom in and scan just the picture to get a high resolution picture. We cannot scan your pictures for you, so please submit your pictures on a flash drive or other media.*

Step 3: The words in your ad. Typed ad messages to your senior are requested, and you should put the word document on the same device as your pictures. If you have several messages from different family members for your ad, please submit them together on the same typed page or flash drive so none will be left out. It is best NOT to type in all caps.

FONTS: If you want a specific font, you can tell us the name and/or show us how it looks. We cannot guarantee that we can match that font, but we will certainly try. We can also make names and text in different colors. If you specify you want your senior's name to match his tie or her dress or the blue of the sky in the background, we can do this for you. It is generally not a good idea aesthetically to have more than two different colors of type on an ad.

Step 4: BACKGROUNDS: The background of your ad will be white unless you tell us differently. If you have a digital background, or if you want to choose one of your pictures as a background, this is a possibility. It is also possible to make the background of your ad match a certain color in a picture on your ad. If you want a background color other than white, please indicate specifically which color in which picture, or send in a background graphic that you wish us to use behind your pictures and text. If necessary, we will make the background graphic or color lighter (transparent) so that it is not too distracting.

Step 5: With your pictures and typed ad message, you will also turn in the paper copy of the ad template you have chosen. First write these things on the template: Write the name of your senior on the template EXACTLY how you want it to appear in the yearbook. All caps? First and last name? All three names? Think about how you want the name to be and then write it on the template WHERE you want it to be. Mark the template according to where you would like each picture you have submitted on the drive. On the picture boxes on the ad template, write a brief description of the picture you want there (like baby picture with sailboat or senior picture with jean jacket, or whatever is the defining characteristic of the particular picture you want in that box.) If you don't give us direction on where you want the pictures to be placed on the ad, we will put them where we think they fit best. If you know how to rename your pictures on the drive, use your child's last name and a number. Like Posey 1.

*SO IMPORTANT: When you are choosing where on the template you would like the pictures to appear, think about size and shape. Horizontally shaped pictures will not fit in a tall, thin box or a square box. They will only fit in horizontally shaped rectangular boxes. Look at the shapes of the boxes on the template to determine if the picture will actually fit the shape of that box. If you ask us to put a horizontal picture of your family in a tall, thin box or a square box, we will likely crop out someone you might want in that picture so that it will fit in the box you chose. Likewise, a tall, thin picture will not fit in a wide box --- it's proportionally impossible (even if we resize the picture). Don't worry if your pre-scanned picture is an 8x10 and you want to put it in a small box; the yearbook staff will resize it for you on the computer, provided that it is proportionately the right shape, and put it in the place you have selected for it. But if you scan a wallet sized photo and want it to fit a larger space, please scan at a VERY high (600) resolution so that it won't look pixilated (fuzzy or choppy) when we resize it to fit the larger box. If you take pictures from a photo website, make sure they are high enough resolution, you have permission to use them, and that there are no watermarks on them.*

#### Option 2: Creating Your Own Ad

IF YOU WOULD LIKE TO CREATE YOUR OWN AD (or have a professional photographer or designer do it), that is fine, but the ad should be turned in, in PDF or JPEG format, by the deadline and submitted on a flash drive, an SD card or a disk. PLEASE NOTE: If a professional offers to turn in your ad for you (email it), you must still do your part of filling out the contract, noting how we will be receiving your ad, and turning the contract in on time with payment. Even if we receive your ad on time, we may not realize you sent it if we do not receive your contract and money.

Our yearbook page size is 9x12 inches; you may create smaller ads by dividing the space. Please note: When you are creating your ad, make sure you scan pictures at 300 dpi (dots per inch or resolution) or higher. When you create your JPEG or PDF, you also need to make sure the entire ad is at least 300 dpi when you make your final PDF or JPEG conversion. \* Many programs automatically default to 72 dpi when you are converting your finished ad to a JPEG or PDF, so be watching for a screen that might pop up to indicate the final page resolution and change it to 300 dpi before converting to a JPEG or PDF. When you submit your ad this way, the yearbook staff cannot change spelling or other typing errors for you. Please read over the words carefully. Also look at your pictures and make sure they are not stretched out of proportion to fit into the boxes.

**\*\*If you make your ad in Powerpoint or Publisher, you must save it in PDF or JPEG format. \*IMPORTANT**  
- Ads made in Powerpoint are noticeably less clear (fuzzier) than ads made with publishing programs.

#### CHECKLIST FOR SUBMITTING YOUR COMPLETED AD FROM EITHER OPTION ABOVE:

Please put these in an envelope:

- 1) Completed ad contract
- 2) Your typed ad copy (message all on one page or drive)
- 3) Your digital pictures (clearly labeled)
- 4) Your chosen ad template (if you are not creating your own) OR a printout of your ad made by you
- 5) Your check (made out to AHS Yearbook) or cash

Please place these items into a large envelope (the one this was mailed in is fine) and hand deliver it to the high school office no later than SEPTEMBER 11. Please put the student's name and the words "senior ad" on the outside of the envelope.

FINALLY, If you are going to use a senior picture in your ad, please try to contact Glamourcraft ([www.glamourcraft.com](http://www.glamourcraft.com) or 817.292.8989) or your photographer EARLY in the summer to get your appointment so you can receive these pictures back in time to get them turned in with your ad.

**\*\*BONUS INFO:** All seniors must be photographed at Glamourcraft Studios to be placed in the senior tuxedo/drape section of the yearbook. This picture sitting is free. You must be photographed in their

studio by OCTOBER 31 to be in that section. The senior ads you purchase can have pictures from any photographer in them, but the formal senior section of the yearbook will contain only pictures from Glamourcraft Studios, so every senior should make an appointment there for a yearbook picture before the Oct. 31 deadline. (This is obviously a different deadline from senior ads, which are due 9/11/17.)

\*If you still don't have your senior pictures back by the senior ad deadline, we will accept ONE senior picture per ad up until OCTOBER 13. KEEP IN MIND, THAT THIS OCTOBER 13 DATE IS ONLY FOR A SINGLE SENIOR PICTURE SUBMITTED to complete your ad submission. Your contract, payment and total other ad submission is still due SEPTEMBER 11.

For the 2018 yearbook, all senior ad pages will have the names of seniors along the bottom. You will notice this on the templates we've attached to this letter. With this in mind, we may reduce the size of your child's name within the ad itself. We know how much these ads mean to you and to your senior, and that is why we have given you such specific information. Thank you for helping us make a quality yearbook for the students of Aledo High.

Sincerely, Cheryl Posey - AHS Yearbook Adviser

#### PITFALLS TO AVOID:

- SENDING PICTURES THAT YOU PULLED OFF PHOTOGRAPHY WEBSITES THAT ARE ONLY 72 OR 96 DPI. EVEN THOUGH THEY ARE PROFESSIONAL PHOTOGRAPHS, AND THEY MAY LOOK CLEAR ONLINE AND ON YOUR DISK, THEY AREN'T HIGH ENOUGH RESOLUTION TO LOOK GOOD IN THE YEARBOOK.
- SENDING BITS AND PIECES OF YOUR AD AT SEPARATE TIMES OR IN SEPARATE ENVELOPES OR IN AFTER DEADLINE. THESE ARE THE ADS MOST LIKELY TO BE LOST OR OMITTED FROM THE YEARBOOK.
- NOT CHECKING YOUR DIGITAL MEDIA TO MAKE SURE YOUR PICTURES ARE ACCESSIBLE AND PRESENT AFTER YOU BELIEVE YOUR PICTURES ARE SAVED THERE. WE RECEIVE BLANK OR UNREADABLE DISKS OFTEN.
- WRITING TOO MANY WORDS FOR THE SPACE ALLOTTED ON THE TEMPLATE. USE GOOD JUDGMENT ABOUT WHETHER YOUR MESSAGE WILL FIT IN THE SPACE YOU SEE ON THE TEMPLATE.
- STRETCHING PICTURES IF YOU MAKE YOUR OWN AD. MAKE SURE YOU KNOW HOW TO MAKE AN AD IF YOU CHOOSE TO DO YOUR OWN WORK. MAKE SURE YOUR PICTURE PROPORTION (HORIZONTAL AND VERTICAL) MATCHES THE BOX YOU HAVE CHOSEN. MAKE SURE PICTURE QUALITY IS GOOD TO START WITH. PICTURES TAKEN WITH YOUR PHONE ARE VERY IFFY AT BEST (ALTHOUGH THIS IS GETTING BETTER.)
- NOT CHECKING YOUR EMAIL. IF WE EMAIL AND CALL YOU AND YOU DON'T RESPOND, YOUR AD MAY NOT TURN OUT AS YOU WANT IT TO.

WE RESERVE THE RIGHT TO REFUSE TO PUBLISH SENIOR ADS MADE BY OTHERS THAT ARE OF POOR QUALITY, POOR TASTE, OR ARE INAPPROPRIATE, BUT WE WILL WORK WITH YOU TO HELP YOU CREATE AN AD THAT YOU LIKE.

\*\*\*If you wish to purchase a business ad for your company, you can download a copy of that contract from the high school website mentioned above. Business ads are sold by business card size (1/8) or 1/4, 1/2 or full page sizes. Please see the website for further details. Yearbooks will also be on sale when school starts at [www.smart-pay.com](http://www.smart-pay.com). The earlier you purchase your book, the less money you will pay! The first price increase for yearbook begins OCTOBER. 1.

Senior Ad Contract 2018 YEARBOOK

(One contract per ad please. You may copy this as many times as you need or print if off AHS website.)

Name of student to be featured in ad \_\_\_\_\_

AD PURCHASER INFORMATION

Name of ad purchaser \_\_\_\_\_ Relationship to senior \_\_\_\_\_

Daytime phone number of ad purchaser \_\_\_\_\_

EMAIL address of ad purchaser \_\_\_\_\_

Mailing address of ad purchaser \_\_\_\_\_

AD INFORMATION

Size of Ad (Circle only) 1/8 (\$65), 1/4 (\$120), 1/2 (\$220) FULL PAGE (\$325)

Amount of money enclosed CHECK \_\_\_\_\_ OR CASH \_\_\_\_\_

(Make checks payable to: A.H.S. YEARBOOK.)

CHECK ONE:

\_\_\_\_\_ Yearbook staff will create my ad (Option 1)

\_\_\_\_\_ Created my own turned in as JPEG OR PDF (Option 2)

\*\*If yearbook staff will create your ad, please check blanks below:

Number of template chosen \_\_\_\_\_ Number of pictures on digital media \_\_\_\_\_

Did you include a background graphic or a picture to be used for a background? \_\_\_\_\_

Can your senior view this ad before publication? Circle one: yes / no

ARE WE WAITING ON A SENIOR AD PICTURE? \_\_\_\_\_

(REMEMBER THIS SINGLE DIGITAL PICTURE IS DUE BY OCTOBER 13 TO US)

Text on disc \_\_\_\_\_, or text enclosed on separate paper \_\_\_\_\_

Message (Words) you want on your layout:

Spelling and capitalization counts. Remember : Small spaces call for small amounts of words.

We cannot fit two paragraphs of type onto a 1/8 size ad that already has 2 pictures. Type your message and attach it or put it in the envelope. Let us know of any special font requests or special colors of fonts you might want. Be specific. \*\*\*\*If you are purposefully misspelling anything, please note that for us so we don't change or correct it.

CHECKLIST FOR SUBMITTING YOUR COMPLETED AD

Please put your:

- 1) Completed ad contract
- 2) Your typed ad copy (messages all on one page or on drive)
- 3) Your digital pictures
- 4) Your chosen ad template (if you are not creating your own)
- 5) Your check (made out to AHS Yearbook fund) or cash

into a large envelope (the one this was mailed in is fine) and hand deliver it to the high school office no later than **SEPTEMBER 11, 2017**. PLEASE PUT THE STUDENT'S NAME AND THE WORDS "SENIOR AD" ON THE OUTSIDE OF THE ENVELOPE.

I will \_\_\_\_\_ or will not \_\_\_\_\_ come to the AD PROOFING DAY ON WEDNESDAY, NOVEMBER 15.



# Mia Brown

Picture Box 1

TEMPLATE 1  
1/4 PAGE

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Picture Box 1

TEMPLATE 2  
1/8 PAGE

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## Sarah Hart

## Tyler Long

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1/8 PAGE

# ALEX ROBBEN

Picture Box 1

TEMPLATE 4  
1/2 PAGE

Picture Box 2

Picture Box 3

Picture Box 4

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*Student Name + Student Name*  
*Student Name + Student Name*

# Meredith Grey

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Picture Box 1

TEMPLATE 5  
1/2 PAGE

Picture Box 2

Picture Box 3

Picture Box 4

Picture Box 5

# Robert Paterson

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Picture Box 1

TEMPLATE 6  
1/2 PAGE

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*Student Name*  
+ *Student Name*



# Dan Peterson

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Picture Box 1

TEMPLATE 7  
1/2 PAGE

Picture Box 2

Picture Box 3

Picture Box 1

Picture Box 2

Picture Box 3

Picture Box 4

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*Danielle Cleveland*

TEMPLATE 8  
1/2 PAGE

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Picture Box 5

*Student Name*  
*+ Student Name*

Picture Box 1

# JOHN DOVER

TEMPLATE 9  
1/2 PAGE

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Picture Box 1

Picture Box 2

Picture Box 3

Picture Box 4

TEMPLATE 10  
1/2 PAGE

# Marie Curie

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*Student Name*  
*+ Student Name*

Picture Box 1

Picture Box 2

Picture Box 3

Picture Box 4

TEMPLATE 11  
1/2 PAGE

Picture Box 5

Picture Box 6

Picture Box 7

# JACOB PAUL

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Picture Box 1

*Ellie Posey*

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# ADI HOFFMAN

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*Student Name*  
*Student Name + Student Name*

Picture Box 1

Picture Box 2

Picture Box 3

TEMPLATE 14  
1/2 PAGE

# Donald Trump

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Picture Box 1

# *Katy Perry*

TEMPLATE 15  
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Picture Box 2

Picture Box 4

Picture Box 6

20

Picture Box 3

Picture Box 5

18

*Student Name*  
+ *Student Name*

# Danielle Cleveland

TEMPLATE 16  
1/2 PAGE

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Picture Box 1

Picture Box 2

Picture Box 3

Picture Box 4

Picture Box 5

Student Name

Picture Box 1

TEMPLATE 17  
1/2 PAGE

Picture Box 2

Picture Box 3

Picture Box 4

# Michael Scott

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Picture Box 5

Picture Box 6

Picture Box 1

TEMPLATE 18  
1/2 PAGE

# Danielle Cleveland

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Picture Box 1

# CHANCE O'DELL

TEMPLATE 19  
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Picture Box 4

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Picture Box 3

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Picture Box 7

# *Elaina Burger*

Picture Box 3

Picture Box 8

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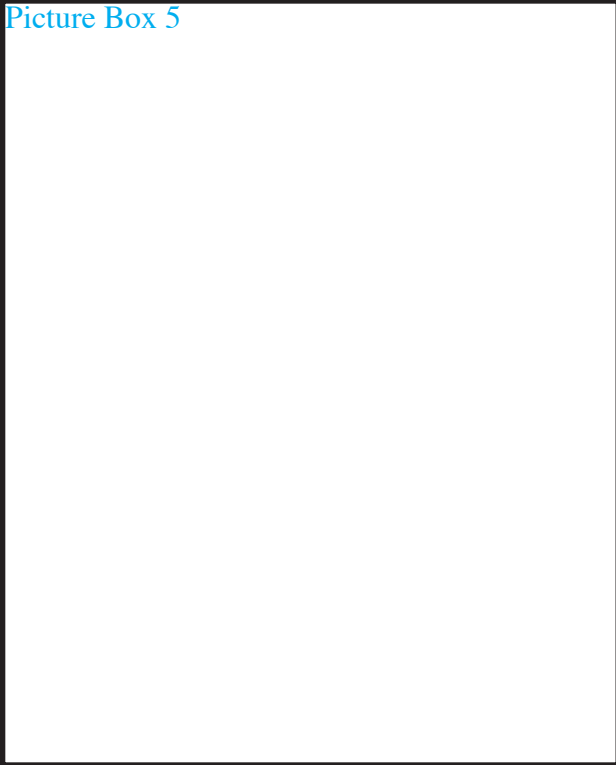
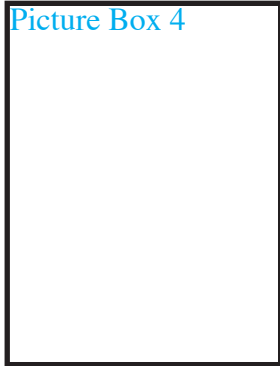
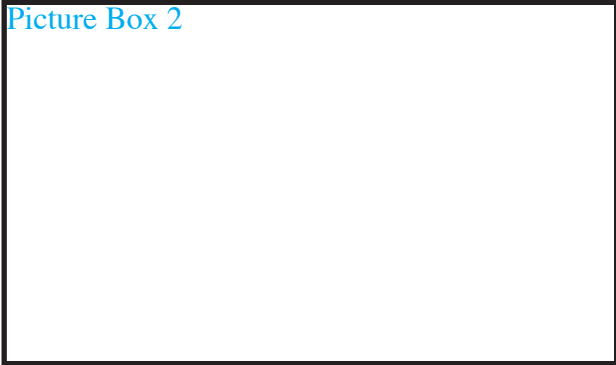
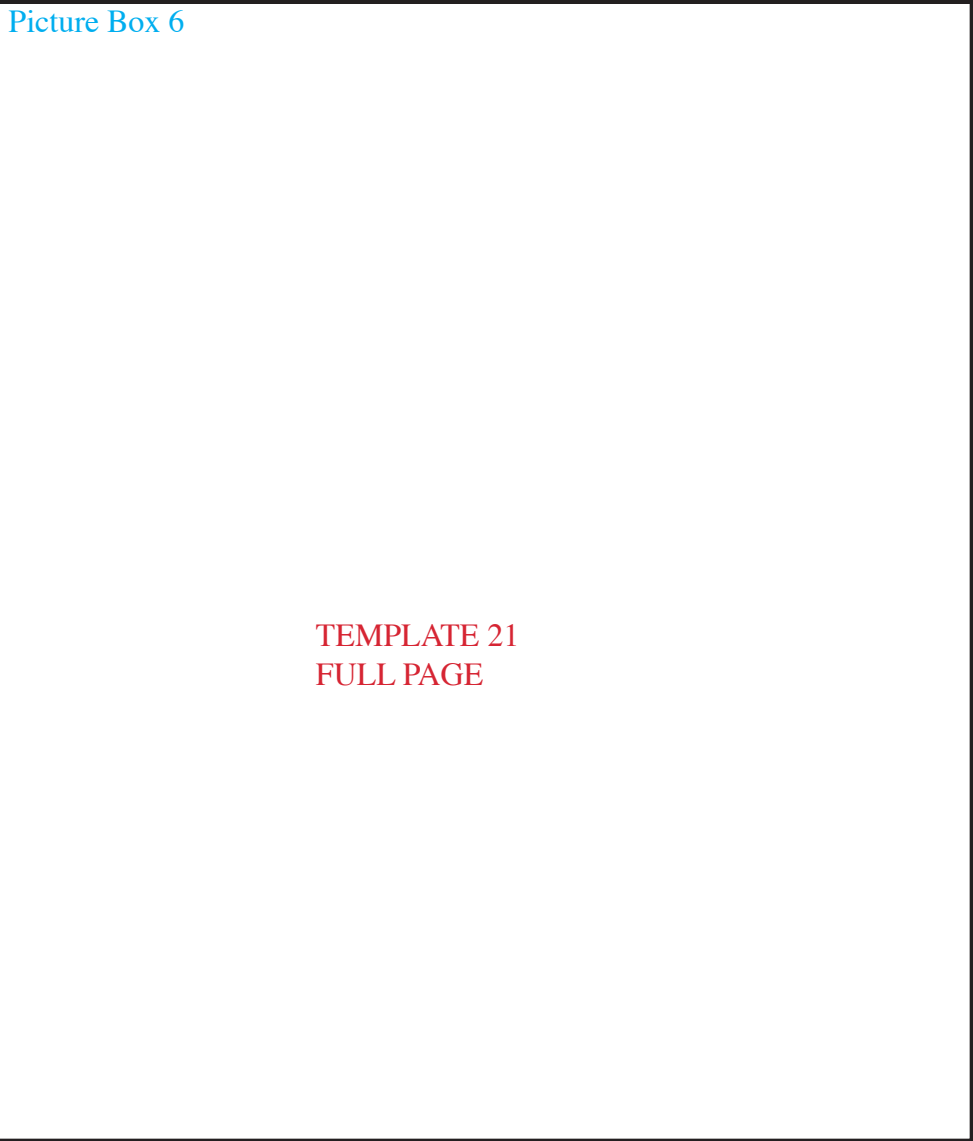
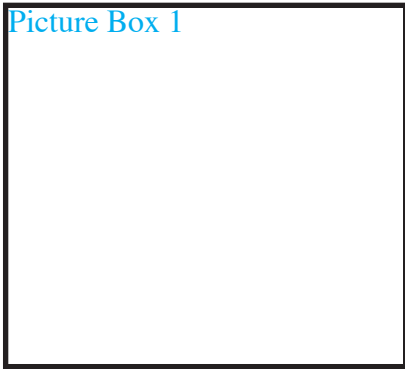
Picture Box 4

Picture Box 9

*Student Name*



2018



TEMPLATE 21  
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# JOHN DOVER

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Picture Box 3

# Mary Lancaster

Picture Box 4

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# Brecken Love

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Picture Box 4

Picture Box 5

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Picture Box 4

Picture Box 2

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Picture Box 3

Gracie  
Smith

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*Student Name*

*Mary  
Dingelberg*

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Coolbaugh

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Picture Box 2

Picture Box 6

Picture Box 3

Picture Box 7

# Nathan Little

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*Student Name*

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*Claire  
Robinson*

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*Student Name*



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*Student Name*

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# Milani Balfour

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Picture Box 5

Bob  
Black

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*Student Name*

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Picture Box 5

Picture Box 2

Picture Box 6

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Picture Box 3

Picture Box 7

# Cheryl Posey

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*Student Name*