

TALON YEARBOOK ²⁰¹⁷ ₂₀₁₈

Dear Parent/Guardian,

If you are looking for a way to publicly recognize your student, a personal ad in the yearbook is a great way to do it.

Personal ads come in a variety of sizes and are available at several price ranges. Enclosed is a rate sheet to show you the spectrum of ad prices. The ads staff will create your ad based on the pictures you submit. Please note the number of pictures you may submit based on the ad size you are purchasing.

When selecting your pictures for the ad, choose ones that are crisp and clear, have good color, are free of scratches, are not copyright protected and, if digital, have a high resolution and are unedited (look for 1 MB or higher images). This will help make the process easier and ensure a quality ad. Pictures downloaded from social media will **NOT** work - their resolution is too low.

There are a **limited** number of pages available for senior ads, so please don't procrastinate. Once all the pages are filled, no more ads will be sold. **No ads will be accepted after Friday, Jan. 12, 2018** (this is an availability deadline only but does not guarantee a spot).

Due to the limited number of pages, only single student ads will be available through **December 31, 2017**. This gives everyone an equal opportunity to have at least have one ad in the yearbook. After the December deadline, the Talon staff will open up sales to include friend ads. Friend ads provide students the opportunity to share an ad space with someone they may have shared their school experiences with. However, friends may only purchase up to a half a page of advertising.

Hopefully, by now your child has taken his/her senior picture. Due to publishing deadlines, any senior who submits his/her senior picture after **October 31, 2017 will NOT have their senior picture included**. Pictures will either be his/her LifeTouch picture or simply not included. Guidelines for senior picture specifications can be found on the Lincoln Public Schools website by typing "senior photos" into the search bar.

If you have any questions, please feel free to email me at bbenson2@lps.org or call LSW publications at 402.436.1306 ext. 66320.

Sincerely,

Brandi Benson
Publications Adviser

TALON YEARBOOK ²⁰¹⁷/₂₀₁₈

DUE BY JANUARY 12, 2018 (by availability)

Please mail your ad order form to Lincoln Southwest High School or drop off in the main office.

Student's Name: _____

Contact Person: _____ Contact Phone: _____

Home Address: _____ Zip: _____

Email: _____ (We must have an email address for questions/concerns/proofs. You will have 48 hours to respond to proof email. Proofs will be sent out the last week of February)

SENIOR AD PRICES: Please check what you are ordering (size, price). Do NOT enclose copyright protected pictures without written consent included with your ad form.

	Sizes	Price	# of pictures possible for ad size
<input type="checkbox"/>	Full Page	\$300	1-11
<input type="checkbox"/>	1/2 Page	\$150	1-7
<input type="checkbox"/>	1/4 Page	\$100	1-4
<input type="checkbox"/>	1/8 Page	\$50	1-2

AD STATUS:
 Surprise
 Child is aware of the ad

of film or "real" pictures enclosed = _____ # of digital pictures included = _____

DOMINANT PHOTO: I don't have a preference
 or _____

Senior Ad Total: _____

I would also like to purchase a yearbook for my student for an additional \$65: _____

TOTAL PAYMENT AMOUNT: _____
PAYMENT: Make checks payable to Lincoln Southwest HS.
 All ads must be **PAID IN FULL** with the order.

SIGNATURE: I have read the conditions regarding my student's ad and understand that if any part is not correct, I will not be saved a space. I also understand that pictures and payments alone do not guarantee me an ad. I also certify that all pictures are original, non-profession, non-copywritten pictures. **Please make a copy of this contract for your records, as one will not be mailed to you.**

 Signature of advertiser/parent Date

STAFF USE ONLY

Date Payment Received: _____ Amount Paid: _____ Check # _____ Cash Credit Card
 Receipt Sent Date: _____ Staff Initials: _____
 Proof Email Date: _____ Staff Initials: _____
 Pictures Mailed Date: _____ Staff Initials: _____

ADS CHECKLIST - Please READ BEFORE picking pictures

AD TIPS: Please make sure you read the information below, as it will help alleviate problems. Use this as a checklist for your ad. All ads must be correct to be accepted. Payment and pictures do not guarantee ad space. Please note we reserve the right to edit copy as necessary for style, spacing, grammar and punctuation.

AD SPECIFICS: Please **type** and include one or both of the following choices:

- Parent/family message to student
- Inspiration or memorable quote (ie - author quote, biblical verse, short poem, song verse, etc.) and where it is from or who it is by

GENERAL INFO:

- Please mail your ad order form to Lincoln Southwest High School or drop off in the main office.
- If this is a surprise for your child, please indicate on the front of this sheet, just in case we have questions.
- All writing (copy) should be typed to guarantee proper wording. Please submit your Word document with order form.
- The yearbook ads staff will design the pages; submitted collages will **NOT** be printed.
- Only legal names are used to identify the ad. Nicknames can be used in your message.
- Get your materials quickly. **There are a limited number of pages.**
- You must pay in full when purchasing an ad.
- Incomplete ads will NOT be accepted.
- Late ads will NOT be accepted.

**IMAGES FROM FACEBOOK,
TWITTER, INSTAGRAM OR ANY
OTHER SOCIAL MEDIA SITE OR
WEBSITE WILL NOT WORK.**

REGARDING PICTURES:

- If you have a picture in mind to be the dominant, indicate that to us.
- If you use digital pictures they must be original family photos (not scans of professional prints). Please submit in JPEG format.
- Digital photos must be high resolution. Generally if pictures have a 1 MB or higher memory they will work.
- Do NOT print digital photos.** Submit original, unedited photos on a CD or jump drive. We can crop the photos to fit.
- Photos copied on a photo machine or color copies will NOT be accepted. We need originals.
- Copywritten pictures will **NOT** be printed unless we have written permission included with the ad. Written permission must be submitted with the order form and photos. **Emailed written permission will NOT be accepted.**
- Do not send pictures that are irreplaceable. We cannot guarantee their return.
- Any pictures that are creased, cut, scratched or ripped will appear that way in the ad in the yearbook. Staff members will not fix damaged photos.
- With a ballpoint pen, lightly label the back of your student's pictures with his/her full name.
- Please choose photos free of distractions (ie - hand signs, busy backgrounds, etc.).

PROOFS:

- We will send you a proof of your ad via email. You will have 48 hours to respond and make corrections. **THIS PROOF IS TO ENSURE ALL PICTURES ARE ON THE PAGE, THE STUDENT'S NAME IS SPELLED CORRECTLY AND MESSAGE IS CORRECT AND FREE OF ERRORS. The proof is NOT to make changes to the design.**
- We assume you originally submitted pictures you want to be in the ad. In the event you wish to change a picture after the ad has been accepted or in the proof state, there will be a **\$20 fee per picture changed.**
- Emailed proofs will come from **LSWseniorads@gmail.com**. Please check your junk mail/spam folder to ensure proofs do not filter into there.

RETURNING ITEMS:

- If you would like your pictures returned, please provide a self-addressed stamped envelope, sized to fit the largest photo you are providing. If pictures do NOT fit in the envelope, they will not be mailed back to you.
- Photos will be mailed in early May. If you do not provide a self-addressed and stamped envelope your student will need to pick up the pictures on distribution day (May 16, 2016) or in the main office thereafter.

QUESTIONS: Please email or call adviser Brandi Benson at bbenson2@lps.org or 402.436.1306 ext. 66320 with questions or concerns.

DEADLINE: EVERYTHING MUST BE RECEIVED BY FRIDAY, JANUARY 12, 2018 (BY AVAILABILITY).