

Senior baby ad time!

2012 RED & BLACK YEARBOOK

Take part in a special LHS yearbook tradition and create a lasting memory for your senior. Purchase a senior baby ad early and save!

Dear Senior Parents & Families,

The LHS yearbook staff is giving you the opportunity to let your senior know how proud you are by purchasing a personal advertisement — a “senior baby ad” — for the 2012 Red & Black yearbook. This is your chance to use your own words and photos to remember special moments and celebrate graduation.

Most ads consist of a photograph of your student and a congratulatory message. Students enjoy seeing the special messages and words of encouragement mixed with childhood or more recent photographs. Plus, when your child picks up a yearbook a few days before graduation next year, your ad will serve as a special gift.

PARENT DESIGN NIGHTS

Mark your calendar for the opportunity to watch your ad being designed during special **Parent Design Nights**. This year's **Parent Design Nights** will be 4-6 p.m. Monday Sept. 19, 4-8 p.m. Tuesday Sept. 20 and 3:30-8 p.m. Wednesday Sept. 21. Or, you can submit your information, and Red & Black staff members will design the ad.

AD SIZE OPTIONS

- **Full Page Ad:** No more than 200 words and eleven photos, \$230 if turned in by Sept. 23
- **Half-Page Ad:** No more than 100 words and five photos, \$140 if turned in by Sept. 23
- **Fourth-Page:** No more than 50 words and two photos, \$95 if turned in by Sept. 23
- **Eighth-Page:** No more than 25 words and one photo, \$75 if turned in by Sept. 23

DEADLINES-TURN IN YOUR AD EARLY AND GET THE BEST PRICING!

The deadline to guarantee your spot in the yearbook is **NOVEMBER 15, 2011**, but you will save significantly by turning in and paying for your ad by Sept. 23. (See the attached information for details on savings.)

- **First Deadline:** Friday Sept. 23
- **Second Deadline:** **Tuesday Nov. 8**
- **Third Deadline:** **Tuesday Nov. 15**

GENERAL GUIDELINES

● **Do NOT send photos that can't be replaced.** If you participate in our design nights, we will return photos to you that night. If you don't participate in a design night and send your ad materials separately, we will work to keep your photos safe, but we are not liable if a photo is lost or damaged.

● Carefully write your student's name and address in pencil on the back of your photos without pressing hard. Mailing labels work best for this.

- **Do NOT cut, tape, staple, or fold photos.** Photos damaged in those ways cannot be used.
- **Digital photos** should be on a CD or flashdrive with a resolution of at least 300 ppi.

● **If you don't want your full image to appear in the ad, please write a note explaining what should be included and left out.**

● **Because of copyright issues,** you may be required by your portrait photographer to obtain written permission before submitting any image under copyright for use in an ad. Please consult your photographer for his or her requirements.

- **We cannot accept song lyrics or poetry that you have not secured copyright usage for. For example, Dr. Suess.**

● If you want a proof of your ad, please request it. Any changes you request must be returned by the deadline in order to be processed.

- The yearbook staff reserves the right to deny Senior Ad photos that include inappropriate content.

● Content of any ad may be edited if it violates the rules established for general copy and imagery in the Red & Black.

● The yearbook will deny printing any ad that contains language or images that violate the Red & Black obscenity policy; is libelous; or promotes tobacco, liquor, sex, or any product, service, or activity that is illegal for use by a majority of students.

Options for SENIOR ADS

Choose the ad option that's right for your budget and needs. Purchase your ad early to save money.

1/8 page

Ad size: 4" x 2.6"*

Text limit: 25 words

Photo limit: 1 photo

\$75 – by Friday Sept. 23

\$105 – by Tuesday Nov. 8

\$155 – by Tuesday Nov. 15 (final deadline)

* Actual ad size may change slightly.

1/4 page

Ad size: 4" x 5.2"*

Text limit: 50 words

Photo limit: 2 photos

\$95 – by Friday Sept. 23

\$125 – by Tuesday Nov. 8

\$175 – by Tuesday Nov. 15 (final deadline)

* Actual ad size may change slightly.

1/2 page

Ad size: 8.2" x 5.1"*

Text limit: 100 words

Photo limit: 5 photos

\$140 – by Friday Sept. 23

\$170 – by Tuesday Nov. 8

\$220 – by Tuesday Nov. 15 (final deadline)

* Actual ad size may change slightly.

Full page

Ad size: 8.2" x 10.3"*

Text limit: 200 words

Photo limit: 11 photos

\$230 – by Friday Sept. 23

\$260 – by Tuesday Nov. 8

**\$310 – by Tuesday Nov. 15 (final
deadline)**

*** Actual ad size may change slightly.**

Order form for LHS SENIOR BABY ADS

Contact:
Barbara Tholen
Journalism adviser
(785) 330-1891
lhsredandblack@gmail.com

Student name: _____

Parent name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Daytime phone number: _____ Evening phone number: _____

E-mail: _____

Please check next to your choice for ad size.

**Turned in by
Sept. 23 deadline**

- 1/8 – \$75
- 1/4 – \$95
- 1/2 – \$140
- Full – \$230

**Turned in by
Nov. 8 deadline**

- 1/8 – \$105
- 1/4 – \$125
- 1/2 – \$170
- Full – \$260

**Turned in by
Nov. 15 FINAL deadline**

- 1/8 – \$155
- 1/4 – \$175
- 1/2 – \$220
- Full – \$310

Ads are not considered as meeting deadline until ALL photos and text are submitted!

Message

Remember to limit messages to 25 words for an 1/8-page ad, 50 words for a 1/4-page ad, 100 words for a half-page ad or 200 words for a full-page ad. DO NOT INCLUDE COPYWRITED WORK (INCLUDING SONG LYRICS) UNLESS PERMISSION HAS BEEN OBTAINED IN WRITING.

Final checklist

Have you included . . . ?

- | | | |
|---|--|---|
| <input type="checkbox"/> Your photos
(Number submitted: _____) | <input type="checkbox"/> Payment (make checks payable to Lawrence High School) | <input type="checkbox"/> Check here to request proofs.
Proofs will be e-mailed to the address listed above. Respond by the deadline given when proofs are sent in order to make changes. |
| <input type="checkbox"/> Message | <input type="checkbox"/> Self-addressed, stamped envelope | |

Yearbook purchase

Check below to purchase a 2012 Red & Black yearbook.

- Add \$45 if purchased by Sept. 1 Add \$50 if purchased between Sept. 1 and Sept. 23
- Add \$60 if purchased after Sept. 23

I acknowledge and adhere to all terms and conditions the Red & Black has laid out (see previous pages) and have received permission for a one-time usage of all photos submitted for the ad.

Name: _____

Return your order to:

ATTENTION: YEARBOOK STAFF
Lawrence High School
1901 Louisiana St.
Lawrence, Kansas 66046

or

SUBJECT: BABY AD-Student Name
lhsredandblack@gmail.com