

# Senior Proud Parent Advertisement Information

Class of 2021

hsyearbk@gbcs.org

Early Incentive Deadline

## Friday, Oct. 9

\$75 for 1/8 page

2 photos max

\$100 for 1/4 page

4 photos max

\$150 for 1/2 page

10 photos max

\$300 for full page

16 photos max

FINAL DEADLINE

## Friday, Dec. 11

\$90 for 1/8 page

2 photos max

\$125 for 1/4 page

4 photos max

\$200 for 1/2 page

10 photos max

\$350 for full page

16 photos max

## Your Checklist!

### PAYMENT

- Include cash payment or check payable to: Grand Blanc HS Yearbook **OR pay online with Credit Card** at <http://www.jostens.com/>

### SUBMIT PICS AND CONTRACT

- All **digital materials** (photos, text, completed order form) can be submitted securely on our website: <http://www.gbyearbook.com>
- **Place all items not submitted via the online form in a large envelope** and deliver to HS East main office or mail to HS East, Attn.: Yearbook

**To meet the deadline you are paying for, please have all items (photos, text, ad contract) submitted by the due date.**

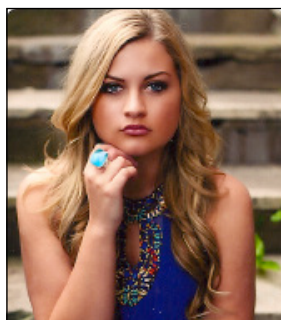
## Directions for Photos

Please read carefully before submitting your advertisement.

1. Select an ad size
  2. Complete the order form (available on gb-yearbook.com or in the HS East main office.)
  3. Submit digital photos on the form linked to gbyearbook.com
  4. If submitting hard copy photos, they must not be cut, glued, taped, torn or wrinkled.
  5. Write the name of the student on the back of each photo.
  6. If you would like the photo to be cropped, indicate choices with post-it notes attached to the photo. **DO NOT CUT PHOTOS.**
  7. Yearbook Advertising editors will enlarge or shrink photos to fit the design and the ad size.
  8. Select photos that are appropriate for publication. Photos with tobacco, alcohol, guns, or attire inappropriate for school (please, this includes beachwear that exposes chests and bosoms) will not be published.
  9. Photos must be printed professionally-not on home computers.
  10. Digital images are preferred. **Submit JPEG or TIFF formatted photos on a CD or via the link on gbyearbook.com**
  11. Ads will be designed professionally by a trained yearbook editor to fit the design of the book. If there is a specific photo you would like to be larger than others, please indicate which photo with a post-it note.
  12. Do not cut and paste photos onto a paper design. Do not design on a computer program. For example, do not design in Adobe InDesign, Photoshop, or Microsoft Word.
- Ad design may need to be edited to fit or meet design needs based on the number and shape of photos submitted.

## Directions for text

1. Submit carefully edited text, with attention to spelling and punctuation. We will reproduce the text as submitted unless we find errors. We will contact you if we see any significant errors.
2. For publication and liability purposes, text must not include inside jokes, coded messages, abbreviations, or acronyms.



## The Fine Print

The yearbook staff has the right to deny publication of any photo or text deemed inappropriate.

**Payment, complete text, and all photos must be turned in on time to meet the early deadline.**

Ad space is limited.

Please check your e-mail to proof and approve the ad **within two weeks** so that we may publish it within our deadlines.