

The Tiger Yearbook

Senior Advertisement Contract – DUE: November 3, 2023

NAME OF SENIOR: _____

NAME OF PURCHASER (Parent/Guardian): _____

CONTACT ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

EMAIL ADDRESS: _____

NAME OF STAFF MAKING SALE: _____

SIZE OF AD: FULL HALF FOURTHEIGHTH SIXTEENTH

COLOR: COLOR BLACK & WHITE

****NOTE – Prices and details listed on back.****

This agreement authorizes the school to publish an advertisement in the yearbook, subject to the following specifications and conditions:

As the purchaser of this advertisement space, I understand and agree to the following:

1. All text and/or wording for the ad must be written in the space provided or attached to this form! NO EXCEPTIONS!
2. I understand that photos must adhere to school dress and decency codes, and that the yearbook staff cannot publish photos of students wearing swimsuits, making offensive gestures, or engaging in unlawful or lewd behaviors. The Fort Gibson High School yearbook staff reserves the right to refuse to publish any photographs deemed “inappropriate” by the school administration.
3. All money owed for ad must be paid BEFORE the ad is submitted for publication and is nonrefundable.
4. PAYMENT AND ALL PHOTOS, TEXT, INSTRUCTIONS, AND ANY OTHER INFORMATION REQUIRED FOR PURCHASED AD MUST BE RECEIVED BY **NOVEMBER 3, 2023** OR AD MAY NOT BE PLACED IN THE YEARBOOK! **IT IS THE CUSTOMER’S SOLE RESPONSIBILITY TO ENSURE THAT ALL DESIRED PHOTOS, WORDING, AND INFORMATION ARE RECEIVED IN A TIMELY FASHION BY THE YEARBOOK STAFF. PLEASE LET YOUR PHOTOGRAPHER KNOW THE DEADLINE FOR SUBMITTING PICTURES.** Every effort will be made to return all photos to customers; however, *The Tiger* cannot accept responsibility for damaged, lost, or unclaimed photos.
5. I will be given the opportunity to approve my ad, and any concerns or edits to the ad must be brought to the attention of the staff as soon as possible. Efforts will be made to contact purchaser according to contact information given; however, if a response is not received in a timely fashion, the staff will assume that “silence is consent,” and will publish the ad without express consent. No refunds will be given.

____ I will allow my senior to approve his or her own ad proof.

____ I, as the purchaser, require that I be allowed to approve the ad proof. (***Email address required for this option.**)

Signature of Purchaser: _____

Signature of Staff Member: _____

Date: _____

SENIOR AD INSTRUCTIONS

	<u>COLOR AD</u>	<u>BLACK & WHITE AD</u>	<u>CONTENT LIMITATIONS</u>
Full Page	\$350.00	\$210.00	Use up to 15 photos and 150 words
Half Page	\$175.00	\$125.00	Use up to 8 photos and 100 words
Quarter Page	\$90.00	\$70.00	Use up to 5 photos and 75 words
Eighth Page	\$75.00	\$50.00	Use up to 2 photos and 30 words
Sixteenth Page	\$40.00	\$25.00	Up to 10 words only (No photos)

IMPORTANT! Place text to be used in ad here or securely attach words to this contract.

SPECIAL INSTRUCTIONS FOR AD: The following suggestions are made for the scanning of pictures to be used or for creating your own ad. To ensure that all ads reproduce as clearly as possible, you will need to either scan a physical ad or create an ad digitally at 300+ dpi at these dimensions:

- Full Page: 8.5" x 11"
- Half Page: 5.5" x 8.5"
- Quarter Page: 5.5" x 4.25"
- Eighth Page: 2.75" x 4.25"
- Sixteenth Page: 1.375" x 4.25"

- A JPEG or PDF image should be delivered to the yearbook room on a USB drive or emailed to k.harrison@fortgibson.org.
- **The Tiger Yearbook staff does NOT suggest using copied prints of photographs in your artwork unless you are having them professionally scanned at a high dpi. In the past, scans of such prints have produced "checkerboard" distortions of the original. Instead, assemble your artwork digitally (JPEG) and save it as an image file on a USB.**
- Consider the orientation of the space where your ad will appear. Full-page and quarter-page ads are taller than they are wide (portrait or vertical orientation), whereas half-page, eighth-page, and sixteenth-page ads are wider than they are tall (landscape or horizontal orientation).
- You may design and submit your own senior ad (or have it professionally designed); otherwise, the yearbook staff will design the ad for you. Please let the staff know at the time of purchase if you plan to submit your own design. The completed ad is due by **November 3, 2023** and should be submitted using one of the methods listed above.

Attention Customers: All Advertisements for the yearbook are sold on a "pending availability" basis; therefore, in order to ensure that your senior ad is included, buy your ad as early as possible! Once the allotted senior ad page space has been sold, no further ads will be accepted. **In order to meet our yearbook printing deadline for ads, all payments, pictures, and copy for senior ads must be received no later than November 3, 2023!**

Package Choice Price: (Please circle above) \$ _____

Add a Yearbook to your ad purchase? (+\$40) \$ _____

Total Amount Enclosed, due by Nov. 3rd: \$ _____