

**Everett High School**

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**Class of 2016**

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**Senior Ads**

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## **Senior Ad Deadline *Thursday, December 17<sup>th</sup>, 2015***

### ***It's amazing how quickly they grow up ...***

The Yearbook staff at Everett High School is now accepting orders for Senior Ads in the 2015-2016 yearbook, so it's time to choose photos and start working on your message of congratulations, pride and love.

The senior ad is a lasting expression of these emotions and memories of your senior that may be preserved in his/her last high school yearbook. Using your own photos, you may create a personal greeting which he or she will see every time the book is opened.

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### **What has the beginning of your student's final year of high school brought to mind?**

- Pride in his or her academic and extracurricular achievements?
  - The memory of the first day of school when your child scampered off to class without looking back – and you cried?
  - The hopes you have for what the future holds for him or her?
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Group ads are also available for purchase at the half page and full page size. Consider joining with other parents to create ads that honor your child's involvement in school activities like band or tennis or to commemorate a special group of friends. Perhaps your child is still close with the kids they went to kindergarten with or they have a special bond with their youth group. Don't miss out on this opportunity to show your son or daughter how much you care.

Sharing your pride is easy:

1. Decide which size ad and which design you want.
2. Collect the photos you want to use and compose the message to fit the ad space.
3. Read all instructions for ad submission.
4. Complete the Ad Order Form; send it in with payment, photos and your message.

*The deadline for receipt of completed ad materials is **December 16<sup>th</sup>, 2015**. Space is limited and ads will be accepted in the order in which they are received. If space is available after December 16<sup>th</sup>, ads may be accepted until space is filled.*

*The yearbook staff is pleased to offer you this opportunity to honor your student and to support the 2015-2016 Everett High School yearbook.*

# Instructions for Ad Submission

## Text

- The words you want to include in your ad are called “copy”. Please write (print) your copy legibly or type or print it on a separate sheet and attach it to the order form.
- We will choose a font/typeface for the copy when we design your ad. We will correct grammar, punctuation and spelling errors unless otherwise instructed.
- Take into account the size of your ad when writing your message. A large quantity of text in any ad will end up being set in small type, which may not be easy to read.
- When you write your message, please include attribution for any words which are not your own. For example, please cite the author for quotes, poems, etc. or the artist for song lyrics. If you are quoting, please verify the quote for accuracy. Please do not submit copyrighted material; it cannot be published.

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## Photos

- Be sure to submit good quality photographs and digital prints. Reprinting a damaged photograph will not improve the quality.
- Amount of photos depends on your ad size. If you include extra pictures, our staff will decide which one(s) to exclude.
- If you would like your photos to appear in a particular order, be sure the selected photos fit in the space allotted and then include a diagram of where and how you would like the pictures placed in the ad. If your pictures do not fit in the spaces you have chosen, we will switch the pictures to find the best possible fit. We will try to accommodate your photo placement preference.

## Submitting Digital Photos:

- Digital images must be submitted as a .jpg and the recommended DPI resolution is 300+. Images from many cell phones, web pages, social media and email do not do well in the yearbook due to their small size and low resolution.
- The name of the file should be the senior’s first initial and last name followed by the photo block number in which you want the picture to appear. (John Smith picture#1 =jsmith1.jpg). Save the photos to a CD or flash drive and submit with your order form and payment or email images to: [ehsyearbook2016@gmail.com](mailto:ehsyearbook2016@gmail.com) with the subject line titled as student’s Last Name, First Name – Senior Ad photos.

## Submitting Traditional (Hard-Copy) Photos:

- Submit in an envelope with your order form and check.
- We will scan your photographs and reduce or enlarge it using image software.
- Please do not submit irreplaceable photos.

# Senior Ads

## FREQUENTLY ASKED QUESTIONS

### ***Are photos required?***

No. We also run senior ads without photos! It's all up to you and your creativity.

### **Will I get my hard-copy photo(s) back?**

They can be picked up in room A-306 during the spring when we are finished with the yearbook. However, due to the great amount of photos the yearbook staff receives, we highly suggest you DO NOT give original copies of any photo you value; while we will do our best to return photos to you in the spring, we cannot guarantee its return.

### **Can I send in scanned or copied photos?**

Yes, but we prefer to have photos on PHOTO PAPER. Pictures printed out on white paper and then scanned do not reproduce well in the yearbook – they lose resolution and look muddy or blurry. So you can make a copy of your photo at any drugstore or many grocery stores; or if you scan materials yourself, please use photo paper to print them out!

### **Can you crop my Photos?**

Yes, we can. Please indicate what you want in and out of the picture(s). Photo paper works best (see above).

### **Can my ad be in color?**

All ads will appear in color in the 2015-2016 Nesika Yearbook.

### **What do I write about?**

It is best to consult past yearbooks. The best advice: write from the heart – Seniors do really appreciate your efforts! If you write out your sentiments, please do so very clearly. In fact, sometimes it is best to type out your ad for us so there is no question on name spelling, etc. Don't forget to sign it (love, mom & dad; Congrats, Uncle Dave, etc.)

### **Do I need to design my ad?**

You may if you like. We have run ads that are parent-designed many times. If not, the yearbook staff will design the ad to best fit the space allotted. We will try to accommodate your wishes the best we can.

### **Can I pay later?**

No. To reserve space in the yearbook, all ads must be paid for in advance. Unpaid ads will not be included.


### **Can I see the ad before it is printed?**

It is difficult for us to do this due to the large volume of ads we take in, but we will try to accommodate you. We can send a copy via email.

### **Can I send in an ad later than the deadline?**

This is not possible. We need to determine the number of ad pages to include and let our publishing company know. Also, we have deadlines set already for these yearbook pages. Late ads cannot be accepted!

Sample Ads: Not actual size



**Bryan.**

We could not be more proud of you and are excited to see what your future holds.

We Love You,  
Mom, Dad, Megan  
& John, Amy and Jane

¼ Page

# Kennady

We can hardly believe that we are at the end of your senior year; the end of sporting events, the end of anxiously waiting for grades, the end of seeing your enthusiasm about something new you have learned; the end of the morning wake up routine, including walking out with you in the morning and waving goodbye as you pull out of the driveway. There is a sadness in our hearts that there is an end to all that your high school years have brought to our lives, but we realize this end means that there is a new beginning waiting for you right around the corner, a new chapter in the journey of your life. That is very exciting for us as your parents because we know you are going to continue to do great things with your life. You have grown up beautifully, and your passion for life will bring great happiness and fulfillment in everything you do. We are so very proud of you and everything you have accomplished in and out of high school. You continually amaze your Dad and me with your enthusiasm and dedication in everything you do. You are the light of our lives, and with everything in us we love you. There isn't anything we wouldn't do for you. Our hope and dream for you is that in anything and everything you do you will be happy. Follow your heart and dreams; be true to who you are. You have made us the happiest and proudest parents; we have cherished every moment of your life and we look forward to sharing in your future journey.

Congratulations  
Mom and Dad



286 Senior Ads

Full Page

½ Page



And so . . .

*the adventure begins!*

Congratulations on your graduation Elisa!

We are so proud of you!  
Love, Mom, Dad, Kayleen, Tattee, Papa,  
Uncle Rob, Aunt Janet, Ryan, Mason,  
Uncle Randy, Aunt Tricia, Christopher & Chandler

*Class of 2015*

# Senior Ad Order Form

Students Name: \_\_\_\_\_ Student ID Number: \_\_\_\_\_

Parent or Submitters Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Is this a surprise? (Please Circle) YES    NO

If you mark "yes," we will NOT contact your student should we have a question.

## Please choose which size of ad you would like:

Full Page \$225

Half Page \$140

Quarter Page \$75

1/8 Page \$50

\*\*\*\* Please send your money with your completed ad. Checks can be written out to **EHS**. Ads and payment must be brought to the treasurer's office or mailed to:

Attn: Meaghan Malo

Everett High School

2416 Colby Avenue

Everett WA, 98201

Parent or Submitter's Signature: \_\_\_\_\_

If you have any questions, feel free to call Kristin Price at (425) 385-4516 or email at [ehsyearbook2016@gmail.com](mailto:ehsyearbook2016@gmail.com)