

# STAFF DESIGNED ADS

Please follow these instructions to have the yearbook staff design your senior's ad using templates and styles similar to what is currently available in the online ad creation process.

## YEARBOOK STAFF DESIGNED ADS:

### Sizes and Prices:

1/8 page: \$60

1/4 page: \$100

1/2 page: \$180

Full page: \$320

**LAST DATE:** December 10, 2021 (ORDER EARLY!)

**PAYMENT:** Make payment at the following link:

<https://www.payschoolsevents.com/events/details/16861>

Ads will not begin until payment is received. Email a copy of your receipt to [mlahn@asd20.org](mailto:mlahn@asd20.org).

## HOW TO SUBMIT AD MATERIALS TO THE YEARBOOK STAFF:

**Step 1: Collect the digital photos you want to use.**

**Tip 1:** It is suggested that at least one picture be a senior portrait...different from the one already submitted for the yearbook.

**Tip 2:** Send a mix of landscape (left to right) and portrait (up and down) photos....that are not oval in shape.

**Tip 3: Photo guidelines.** Make sure photos conform to TCA's standards for modesty...see guidelines for senior pictures at TCA's website under highschool and yearbook information. The yearbook staff reserves the right to refuse noncompliant photos and/or photos that are copyright protected.

**Tip 4:** Quantity of Photos Per Different-Sized Ads: A maximum of 2 photos for 1/8 page; 4-6 photos for 1/4 page; 6-8 photos for 1/2 page; and 8-10 photos for full-page. Fewer is okay too.

**Tip 5:** Submit all of your photos at the same time to [www.hjeshare.com](http://www.hjeshare.com) using TCA's school code: **tcatitans** (all lowercase, no space.)

## HOW TO SUBMIT AD MATERIALS TO THE YEARBOOK STAFF CONTINUED...

**Step 2: Compose the message for the ad.**

**Tip 1:** Please type your message and indicate if you have written a poem.

**Tip 2:** We will correct grammar, punctuation and spelling errors unless you instruct us otherwise. The yearbook staff reserves the right to refuse text that is either copyrighted and/or outside TCA's standards.

**Tip 3:** Take into account the size of your ad when writing your message to your senior. A large quantity of text in any ad will end up being set in small type which may not be easy to read. For consistency, fonts will match the style of fonts used in the book.

**Tip 4:** Email your text to Mr. Matt Lahn at [mlahn@asd20.org](mailto:mlahn@asd20.org) and indicate your senior's name and "ad message" in the subject line.

**For questions contact MATT LAHN at [mlahn@asd20.org](mailto:mlahn@asd20.org)**

**Digital Proofs:** Before your ad goes out to our publisher, we will email you a .pdf proof of the ad designed by our yearbook staff. You will then have 48 hours to indicate changes to pictures and text.

**SENIOR ads will be accepted on a space available basis. When space runs out, or we reach our plant deadline, we can no longer accept ads, so make sure to get your ad in early!**

**NO ADS WILL BE ACCEPTED AFTER DECEMBER 10, 2021.**