LEGEND YEARBOOK *est. 1952*

William R. Boone High School • 1000 E. Kaley St. • Orlando, FL 32806

Dear Parent,

If you are looking for a way to publicly recognize your student, a personal ad in the yearbook is a great way to do it.

Personal ads come in a variety of sizes and are available at several price ranges. Enclosed is a rate sheet to show you the spectrum of ad prices. The ads staff will create your ad based on the pictures you submit. Please note the number of pictures you may submit based on the ad size you are purchasing.

When selecting your pictures for the ad, choose ones that are crisp and clear, have good color, are free of scratches, are not copyright protected and, if digital, have a high resolution and are unedited (look for 1 MB or higher images). This will help make the process easier and ensure a quality ad. Pictures downloaded from Facebook (or other social media) will **NOT** work - their resolution is too low.

To guarantee ad space you **MUST ATTEND** an Ads Approval Meeting. These will be 15 minute meetings with a staffer to approve your picture choices and quality of pictures. Too many pictures have a low resolution, are color copies, have hand signs, etc... and this has affected our deadlines. We want the ads to be the highest quality possible.

Ads Approval Meetings will be: Aug. 30, Sept. 6, 13 and 20 from 6 p.m. - 8 p.m. You may choose a time that best fits your schedule by going to http://boonepubs.appointy.com/

To help prepare for your meeting, please see the ads checklist on the next page. You will need to bring all items to the Ads Approval Meeting (completed contract, pictures, typed message and payment). You can pay using a credit card at your ad approval meeting. Once everything is approved you are guaranteed space.

There are a **limited** number of pages available, so please don't procrastinate. Once all the pages are filled, no more ads will be sold. **No ads will be accepted after September 23, 2016** (this is an availability deadline).

This book is primarily color; this means there are only 48 black/white ad pages available and 112 color. If you desire black/white, please get your ad in early.

Due to the limited number of pages, no friend ads will be sold until **Sept. 16.** Only single student ads will be sold until that date. This will give everyone an equal opportunity to at least have one ad in the yearbook. Also, friends may only purchase up to a half page of advertising.

Hopefully by now your child has taken his/her senior portrait. If not, please go to www.dsp-photo.com to schedule an appointment. Due to publishing deadlines, any senior who takes his/her picture **after Oct. 1, will NOT be in the book.** We hope you will understand that both, Dean Stewart Photography and the yearbook staff have deadlines to meet; therefore, seniors must take their picture by Oct. 1.

If you have any questions, please feel free to e-mail us at boonepubs@gmail.com.

Sincerely,
Renée Burke, NBCT, MJE
Publications Adviser

ADS CHECKLIST - Please READ BEFORE picking pictures

AD SPECIFICS: Please type and include one or both of the following choices:

- ❑ Parent/family message to student
- ❑ Inspirational or memorable quote (ie. author quote, biblical verse, short poem, song verse, etc...) and where it is from or who it is by.

AD TIPS: **Please make sure you read the information below, it will help alleviate problems. Use this as a checklist for your ad. All ads must be correct to be accepted. Payment and pictures do not guarantee ad space. Please note we reserve the right to edit copy as necessary for style, grammar and punctuation.**

General Info -

- ❑ If this is a surprise for your child, please indicate on the front of this sheet, just in case we have questions.
- ❑ All writing (copy) should be typed to guarantee proper wording. Please submit your Word document.
- ❑ The yearbook ads staff will design the pages; collages will **NOT** be printed.
- ❑ Only legal names are used to identify the ad. Nicknames can be in your message.
- ❑ Get your materials together quickly. There are a **limited number** of pages.
- ❑ You must pay in full when purchasing an ad.
- ❑ Incomplete ads will NOT be accepted.
- ❑ Late ads will NOT be accepted.

Images from Facebook and other websites will NOT work.

Regarding pictures -

- ❑ If you have a picture in mind to be dominant indicate that to us.
- ❑ If you use digital pictures they must be original family pictures (not scans of professional prints). Please submit in JPEG format. Do not edit the photos, we can crop out what you don't want in the photo.
- ❑ Digital photos must be high resolution. Generally if pictures have a 1 MB or higher memory they will work.
- ❑ **Do NOT print digital pictures.** Submit original, unedited photos on a CD or jump drive. We can crop images if you want something or someone out of a picture.
- ❑ Do NOT cut the photos in any way. Cut photos will not be accepted. Staff members will crop the photos to fit.
- ❑ Photos copied on a Kodak™ photo machine or color copies will NOT be accepted. We need originals.
- ❑ Copyrighted pictures like Glamour Shots, Olan Mills, etc... will **NOT** be printed, even with written permission. (Look on back of photos for "Reproduction Prohibited" or "Copyright Protected" or © on the front.)
- ❑ Do not send pictures that are irreplaceable. We can NOT guarantee their return.
- ❑ Any pictures that are creased, cut, scratched, or ripped will appear that way in the book. Keep this in mind when choosing photos.
- ❑ With a BALLPOINT pen, lightly label the back of your child's pictures with his/her full name.
- ❑ Please choose photos free of hand signs (we will only print #1, no other hand signs), solo cups and alcohol.

Proofs -

- ❑ We will send you a proof of your ad via email. You will have 48 hours to respond and make corrections. This proof is to ensure all pictures are on the page, the student's name is spelled correctly and the message is correct and free of errors.
- ❑ We assume you originally submitted pictures you want to be in the ad. In the event you wish to change a picture after the ad has been accepted or in the proof stage, there will be a **$20 fee per picture.**

Returning items -

- ❑ If you would like your pictures returned, you must provide a self-addressed stamped envelope, sized to fit the largest photo you are providing. Otherwise, your photos will NOT be mailed to you.
- ❑ Photos will be returned early May. If you do not provide a self addressed stamped envelop your student will need to pick up the pictures on distribution day, May 5.
- ❑ We will not return CDs unless specifically requested to do so.

PLACING THE ORDER: Please schedule an Ads Approval meeting by going to http://boonepubs.appointy.com/ to choose the desired date/time listed on cover sheet.

QUESTIONS: During the summer, please send inquiries to boonepubs@gmail.com. After Aug. 15, you may call adviser Renée Burke or ads editor Taylor Roberts at 407-893-7200 ext. 6012614 during school hours.

DEADLINE: EVERYTHING must be approved and received by Friday, Sept. 23, 2016 (by availability)

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DUE BY SEPTEMBER 23, 2016 by availability

Student's Name: _____

Contact Person: _____ Contact Phone: _____

Home Address: _____ Zip: _____

email: _____ (we must have for questions/concerns/proof. You will have 48 hours to respond to proof email.)

SENIOR AD PRICES: Please circle what you are ordering (size, color, price).
Do NOT enclose copyright protected pictures. We can print pictures taken by DSP.

AD STATUS:
_____ Surprise
_____ Child is aware of the ad

Black & White	Sizes	Color	# of possible pictures
$250	Full page	$350	1-11
$175	1/2 page	$275	1-7
$125	1/4 page	$225	1-4
$75	1/8 page		1

# of film or "real" pictures enclosed = _____ # of digital pictures enclosed = _____

DOMINANT PHOTO: _____ Don't care or _____

ADDITIONAL ITEMS *Senior pictures, panoramic, announcements and cap and gown are additional fees all paid to outside companies. The senior tee shirt, breakfast and sidewalk plot are sold by Senior Class Council.*

❑ YEARBOOK $65

PAYMENT: Make checks payable to Boone HS. **Total Payment Amount:** _____
All ads must be **PAID IN FULL** with the order.
(Credit card payments available on SchoolPay, www.schoolpay.ocps.net. Do not pay until your ad has been approved. You can do this at the approval meeting.)

SIGNATURE: I have read the conditions regarding my child's ad and understand that if any part is not correct, I will not be saved a space. Pictures and payment alone do not guarantee me an ad. I also certify that all pictures are original, non-professional, non-copyright protected pictures.

_____
Signature of advertiser/Date
(Please make a copy of this contract for your records, as one will not be mailed to you)

Staff use only Date payment received: _____ Amount paid: _____ ❑ Check # _____ ❑ Cash
❑ Receipt sent Date: _____ Staffer initials: _____ ❑ Credit card
❑ Proof Date e-mailed: _____ Staffer initials: _____
❑ Pictures returned Date: _____ Staffer initials: _____

adviser Renée Burke, NBCT, MJE • boonepubs@gmail.com • 407-893-7200 ext. 6012614 • @boonepubs