

## Senior “Baby Ad” Instructions for parents

### Photos

1. You do not have to include baby pictures even though we refer to it as a “baby” ad. The age range of pictures you send in is your choice.
2. Do not cut any photos. We will scan and digitally crop the photos.
3. Even though the book will be full color, we can still place black and white photos on the page if you have some you’d like to use.
4. If you have digital photos you’d like to use, save those to a CD or flash drive, label it and send it in.
5. Please **lightly** label the senior’s name on the back of the pictures with a ballpoint pen.
6. All photos will be returned. We will scan all pictures to send to the plant and keep the originals in the Publications office.
7. Number of pictures to send:

1/8 page= 1-2 pictures	1/2 page=1-8 pictures
1/4 page= 1-4 pictures	full page=1-16 pictures

Please *do not* send more than the maximum suggested number of pictures. Actually, the “baby ads” look better with fewer, good quality pictures, rather than multiple, small pictures.

8. Photos should be appropriate for a school publication (no nudity, alcoholic beverages, clothing advertising alcohol or tobacco, offensive hand gestures etc.) *The publications advisor and school administrators have final approval of ads printed in a school publication.*

### Copy

“Copy” refers to anything written you would like to include on the page such as a personal message, a poem, a Bible verse etc. Keep in mind, the more copy included, the less room for pictures, so please plan accordingly when gathering items for your page.

## **Sharing a page**

Two students can share a full page and pay the price for one full page ad. The payments should be worked out amongst the students and parents and turned into the staff together as one payment on each due date.

*\*\*As this is student publication, the baby ads are designed by the students. We make every effort to ensure the pages are done correctly because we know that the page is expensive and invaluable as a sentimental keepsake. If a mistake is made, we will make every attempt to correct the page for your student's yearbook. We are not able, however, to refund money for any reason.*