



New Hartford Senior High Yearbook
33 Oxford Road
New Hartford, NY 13413
yearbook@nhart.org

Dear Parent or Guardian of a 2015 Senior:

Based on our previous success, we will again be offering you the opportunity to place a Senior Recognition Ad in the yearbook. If you are looking for a creative way to tell your child “I love you and I am proud of your accomplishments,” please consider placing a Senior Recognition Ad.

One of the most lasting and cherished mementos of a high school senior’s graduation is their yearbook. You can make it even more personal and special to your child by purchasing a Senior Recognition Ad. In the future, seeing your message will bring a smile to his/her face as they remember your love and support during these important years. Guidelines and pricing information are listed below:

Ad Size	Dimensions	Length	Number of Pictures	Price
Full Page Ad	9.5” H x 7” W	125-150 words	7 – 12 max	\$150.00
½ Page Ad	4.75” H x 7” W	75-125 words	4 – 6 max	\$ 85.00
¼ Page Ad	4.75” H x 3.5” W	45-55 words	1 – 3 max	\$ 50.00
Parent Quote	2.5” H x 3.5”W	30 words	1 max	\$ 30.00

****Please Note: The Senior Recognition Ads may include messages from multiple family members and friends as long as they are within the size limits of the ad selected. In other words, more text, less pictures – less text, more pictures.***

To submit your ad, please follow the directions below. All Senior Recognition Ads are due no later than December 15, 2014.

Photo Submission for Senior Ads can be submitted as either a digital copy or a hard copy.

•**Digital Copy:** Please be sure to scan all photographs at a **minimum of 300 dpi (ppi)**. If the picture is small, increase the pixel resolution to ensure optimum print quality. Photos can be submitted via e-mail to yearbook@nhart.org, or on a CD. Please make sure the CD and all file names are labeled with your child’s name (Ex. MaryJones01.jpg, MaryJones02.jpg, etc.).

•**Hard Copy:** Please make sure your child’s name and phone number are included on the back of each photograph. If you wish to have your photographs returned, there are two choices:

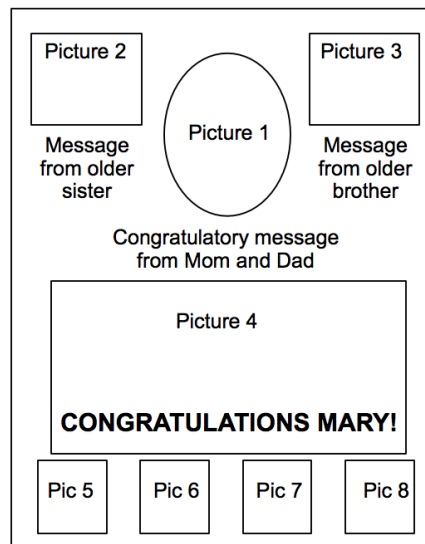
- Include an envelope with your child’s name on it, and the photographs will be returned to your child at school.
- Include a stamped (be sure the postage amount is correct), self-addressed envelope (large enough to accommodate the photos), and your photos will be returned to you via U.S. Mail.

Text Submission – In all cases be sure to include your child’s name on the text copy.

If you choose to submit a text only ad, they can be submitted via e-mail to yearbook@nhart.org, or through the U.S. Mail. For e-mail submissions, please include your child’s name and parent message in the subject line. (Ex. Mary Jones Parent Message) In the body of the text, place your child’s name at the top, then proceed with your message(s). If you are unable to type your message, please print clearly so that we don’t make any mistakes.

Senior Recognition Ad Design

If you have an idea of how you would like your child's ad designed, please include a rough sketch. This should be drafted on an 8 ½" x 11" sheet of paper. Fold the paper in half or quarters to assist in visualizing the size of the ad for optimal picture placement. Remember large photos can be made smaller. Be sure to number the photographs included on the back or in the file name to ensure proper picture placement. Again, be sure to include your child's name on the back of the sketch. I have included an example below for a full page ad:



**We can crop and select different shapes to display your pictures.*

If you need assistance in creating an ad, please feel free to contact Miss Katie Sullivan, Yearbook Advisor, via e-mail, yearbook@nhart.org.

Sincerely,

Katie Sullivan
Yearbook Advisor

**2014 – 2015 New Hartford Senior High Jedediac Yearbook
Senior Recognition Ad and Parent Quote Order Form**

STUDENT NAME: _____

CONTACT INFORMATION:

NAME OF PERSON SUBMITTING AD: _____

E-MAIL: _____ PHONE NUMBER: _____

PLEASE USE MY ADVERTISING COPY AS FOLLOWS:

FULL PAGE AD (\$150)_____
9.5" H x 7" W
½ PAGE AD (\$85)_____
4.75" H x 7" W
¼ PAGE AD (\$50)_____
4.75" H x 3.5" W
PARENT QUOTE (\$30)_____
2" H x 3.5" W

DEADLINE DATE: DECEMBER 15, 2014

Text Submission:

- _____ Submitted via email to yearbook@nhart.org
- _____ Copy is attached in a clearly labeled envelope

Photo Submission

- _____ Submitted digitally on a CD
- _____ Photographs attached in a clearly labeled envelope
- _____ One photograph submitted via email to yearbook@nhart.org

Sketch Submission

- _____ Please design ad based on sketch provided
- _____ No sketch submitted, please design an ad for me

Please return this form with your check and Senior Recognition Ad information in an envelope clearly labeled with the student's name. Checks can be made payable to NEW HARTFORD HIGH SCHOOL. Be sure to include the student's name and Senior Ad in the memo section.

ENVELOPES CAN BE SUBMITTED TO MISS SULLIVAN'S HIGH SCHOOL MAILBOX OR VIA U.S. MAIL TO:

New Hartford Senior High Yearbook
Attn: Katie Sullivan
New Hartford High School
33 Oxford Road
New Hartford, NY 13413