

SENIOR ads

Hornet Yearbook

YB Adviser: Veronica Laborde RM: 2217

Address: 7173 FM 1628 SA, TX 78263

Attention 2021 Senior Parents!

As your senior embarks on their final year of high school, now is the time to purchase a personal ad to honor your graduate in the **2021 Hornet Yearbook!** Senior ads are dedicated to congratulating students with personalized photos and messages that will make their senior year memorable. Don't miss out on buying an ad that your senior will always remember!

Pricing and Deadlines

(Pictures & money due by February 5th)

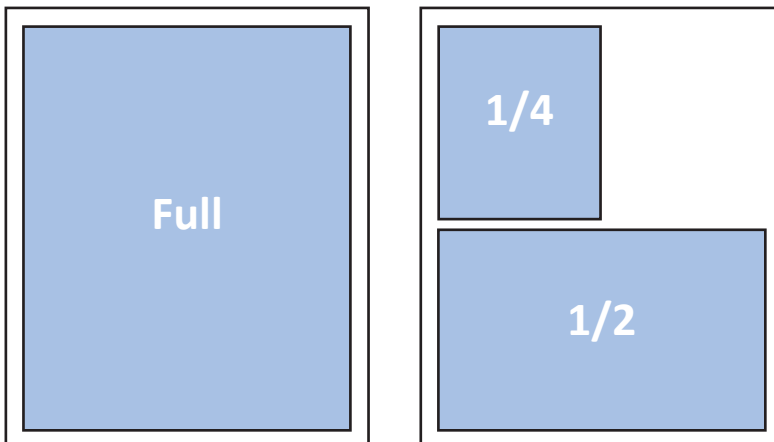
Early Bird Special ends December 4th	Regular Price ends February 5th
1/4 page \$80	1/4 page \$90
1/2 page \$150	1/2 page \$160
Full page \$250	Full page \$260

down payment of \$50 required to secure your Early Bird price

Pricing is based on printing costs for the pages. Groups of friends are welcome to combine funds and purchase larger ads.

Messages max word count	Photos max number
1/4 page: 60	1/4 page: 3
1/2 page: 90	1/2 page: 5
full page: 120	full page: up to 10

Ad Sizing



Guidelines

Photos: Photos do not have to be sized, as the staff will adjust and place the photos digitally. We prefer images to be emailed to **veronica.laborde@ecisd.net**. Photos can be scanned if needed. Pictures must be school appropriate - dress code in effect. No baby nudity or weapons of any kind. Once photos for ads have been submitted, no changes can be made. We cannot scan proofs or photos that have been copyrighted. We will not accept: pictures that are cut outs, composite images, xeroxed copies or color photos printed on regular paper.

Messages: Messages should be typed and emailed to **veronica.laborde@ecisd.net**. We will copy and paste your message directly.

Design: The design of the senior ad is created by the editors and is based on the overall theme and style of the yearbook. Senior ads will be consistent to other ads, but will be unique to the senior.

(Pictures & money due by February 5th)

All senior ads are converted to a low-resolution PDF and emailed to the purchaser for approval. This is a courtesy of the yearbook staff for you to verify photos and text. This is NOT a time for a change in wording or pictures. Once the email has been sent, you have 72 hours to respond with errors and corrections. If you do not respond within 72 hours, we will assume everything is correct and process the ad. No changes may be made after this time. Expect an email by the 1st week of March or before if ads are turned in earlier.

SENIOR ad order form

Purchase a personal ad to honor a graduating senior in the 2021 Hornet Yearbook.
All photos and payments are due on **FRIDAY, FEBRUARY 5TH**

Full name of senior (or all in group) Include preferred name as you want in the ad. (ex. Tommy for Thomas)		Purchaser's Name	
Address		City	Zip
Email Address to send PDF proof to:		Phone Number	
Message included? YES NO		Is this Senior Ad a secret? YES NO	

Add it up here: *down payment of \$50 required to secure your Early Bird price.*

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1/2 page \$150	1/2 page \$160
Full page \$250	Full page \$260

(pictures & money due by February 5th)

of photos included _____
of photos needed to be scanned _____
of photos emailed _____

TOTAL DUE: _____

Mail or bring to Veronica Laborde or any yearbook staff member:

1. The completed ad form
2. Hard photos/emailed photos - NO CUT OUTS
3. Typed message sent through email to veronica.laborde@ecisd.net
4. Payment
(Check made out to ECHS or cash)

Mail to:

Veronica Laborde
Yearbook Adviser
East Central H.S.
7173 FM 1628
SA, TX 78263

Bring to:

Veronica Laborde
East Central H.S.
Room 2217
8:00 am - 4:00 pm

Email to: Veronica.Laborde@ecisd.net

A form must accompany every ad. This ad purchase **DOES NOT** include a yearbook. Please review the specifics of senior ad options on the front page.

Thank you for your order!

I have read and agree to comply with all the information stated in this senior ad packet.

Purchaser's Signature

Date: