

Attention 2020 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 2020 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. Senior year can be expensive. It is best to spread out the costs!

pricing and deadlines

(pictures & Money due by February 28)

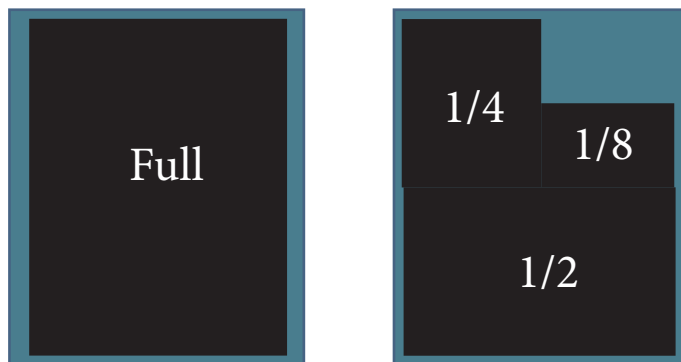
early bird special thru Oct. 31st	regular price thru February 28
1/8 page \$40	1/8 page \$50
1/4 page \$60	1/4 page \$70
1/2 page \$120	1/2 page \$125
full page \$200	full page \$225

down payment of \$50 required to secure your 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	photo count (recommendation)
1/8 page 40	1/8 page 1
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



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 3rd week of March or before if ads turned in earlier.

guidelines

Photos: Photos do not have to be sized, as the staff will adjust and place the photos digitally. We prefer digital images to be emailed to terri.real@ecisd.net or on disk. Photos can be scanned if needed. Pictures must be school appropriate - dress code is 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 photographs that have been copyrighted. **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 terri.real@ecisd.net or on a disk. We will copy and paste your copy directly.

Design: The design of the senior ad is created by the advanced yearbook staff. You can also submit your own ad in jpg or PDF format - ready to place and publish.

(pictures & Money due by February 28)