

The Valkyrian

The Yearbook of
D.H. Conley High School

Direct all ad purchases and correspondence to:

Allison Taylor, Yearbook Advisor

D.H. Conley High School, 2006 Worthington Rd, Greenville, NC 27858

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2020-2021 Yearbook Senior Advertising Agreement (DUE APRIL 1)

name of senior _____

name of parent or guardian _____

mailing address (street or P.O. box) _____

mailing address (city, state, & zip code) _____

cell phone number _____

house phone number _____

email address _____

DUE BY
APRIL
1, 2021

Price

Full page 250

Color 1/2 page 175

1/4 page 100

**Order your Senior Ad early for the
BEST discount!**

****The yearbook is produced by students in the 10th - 12th grades. We make every attempt to ensure your ad will be as you conceive it, but production errors occasionally do occur.

Circle ad size: Full 1/2 1/4
page page

Number of messages included in this ad: _____
Additional instructions included with this ad? YES NO

Number of photos submitted with this ad: _____

NOTICE!

**Prices reflect orders received in-house by the end of
the school day (3:30 p.m.) on the dates listed.
Please submit all artwork with this form when you
place your order.**

Payment Information

Amount paid in Cash: _____

Amount paid by Check: _____ Check #: _____

Online payment to pcs.schoolcashonline.com _____

I authorize the DH Conley yearbook student staff to design and publish a senior tribute page in the 2021 edition of The Valkyrian, the DH Conley HS yearbook, according to the color and size specifications identified above and the terms printed on the reverse of this page. I agree to full payment according to the pricing schedule listed above and complete ad contents accompany this agreement. I understand that the ads are prepared by students taking the Yearbook class, and as such, errors occasionally do occur in the production process. For that reason, refunds for ad purchases will not be provided. I have read and agree to the statements regarding pricing, the design policy, content restrictions, ad sizes, and the acceptance and return policy, all of which are printed on the reverse of this page. I have also read the section entitled "How to Prepare an Ad."

Signature of parent or guardian _____

Date _____

PRINT name of parent or guardian _____

WOULD YOU LIKE US TO KEEP THIS AD A SURPRISE?

YES

NO

Ad Acceptance Policies

- An advertisement will not be accepted nor printed unless all of the following are submitted together: (1) signed Yearbook Advertising Agreement, (2) payment in full, (3) ALL ad contents.
- The price of an ad is determined by the date on which a correct and complete ad purchase is delivered to the yearbook staff.
- Photographs submitted for senior tribute ads will be kept by the yearbook staff until after yearbooks have been distributed. Photos will be returned with delivery of the yearbook, at graduation rehearsal or graduation.

Design Policy

- All ads are prepared by journalism students according to design principles and standards that have been established by the yearbook adviser and editor.
- The students who prepare the ad will make every effort to accommodate the buyer's instructions. If the buyer's instructions conflict with the established design principles and standards, the principles and standards take priority of the buyer's instructions.
- The yearbook staff makes every effort to ensure that the buyer's ad reflects the buyer's wishes. Because this is a class comprised of students in the 10th - 12th grades, errors occasionally do result. Refunds for incorrect ads **will not be issued**. By signing this contract and purchasing the ad, the buyer recognizes the possibility of mistakes and agrees with the conditions listed.

Content Restrictions

The yearbook adviser reserves the right to reject photographs or text that is considered inappropriate for a school publication. Ads may not (1) show, refer to or suggest the use of alcohol, tobacco, or illegal substances; (2) show, refer to, or suggest nudity, sexual acts, or vulgarity; (3) contain statements deemed vulgar, harassing, or threatening by the yearbook adviser or principal.

How to Prepare an Ad

Text

- What you write will be seen by readers for many years to come. Think carefully about what you want to say.
- Be careful that your personal message isn't too long for the space you plan to order. The more text you submit, the smaller the text will appear on the page. If you aren't sure how much text will fit with your other ad contents, submit several versions of the text, each a different length.
- The ad may contain multiple boxes of text.
- The message will be typed exactly as you write it unless you include a note asking the journalism staff to proofread for spelling, etc.

Photographs

- Photos can be submitted digitally or as photo-lab printouts. DO NOT submit photos that have been printed off of a home printer. Digital photos can be submitted on CDs or flash drives. Digital photos should be taken with a 4-megapixel-or-higher camera; minimum resolution is 300 ppi.
- Photos can and will be enlarged and reduced.
- DO NOT cut or mark photographs. DO NOT write on the front and try to avoid writing on the back of photos. DO NOT put tape or adhesive labels on the front of photos. If you must label photos, either use "sticky" notes or write on an adhesive label that you then adhere to the back of the photo.
- If a photo has areas you do not want to appear in the ad, cover the undesired sections with "sticky" notes.
- Rank the photos in order of importance using "sticky" notes starting with #1 for the most important photo.
- The recommended number of photos per page are: 1/4 page, 4 photos; 1/2 page, 7-to-8 photos; full page, 12-to-14 photos. The more photos you submit, the smaller they will appear on the ad.

Design

- If you have a specific arrangement of photos and text in mind, draw the design on a sheet of 8½ x 11 paper. Number your boxes and tag your photos and text to match. Include the design with your ad contents.
- Feel free to write a letter to the ad preparers stating any concerns, doubts, or questions you have regarding the contents or design.

Written tribute for ad:

If you require extra space, please STAPLE your tributes and any additional notes to this form.