

2020 *Olmos* Senior Ad Information

Dear Seniors and Senior Parents/Guardians:

Senior personal ads for the 2020 *Olmos* will be sold on September 3rd-September 5th from 6:30 a.m. to 3:00 p.m. in room 203 Main. You or your child **MUST** come to Room 203 Main. There are **NO EXCEPTIONS. (DO NOT** leave your photos in the office.) The ads must be **paid in full** when you turn in your information (pictures and text) or the information will not be collected. Remember that the ultimate goal of our staff is for your ad to be special and memorable.

As was the case the last fourteen years, you may no longer do collages and turn them in as a completed ad. Actually, a completed ad of any kind may not be submitted. **There are no exceptions.** In an effort to increase the quality of the ads, you must submit the pictures and they must be hard copies. **(We will not accept digital photos of any kind.)** We will no longer scan the pictures ourselves as it diminishes the quality of the way the pictures look in the final printed product. This process also saves you from having to do the work. Understand that the pictures will be returned to you when the yearbook is completed (May of 2021). By giving us the actual photos, the yearbook company will work their magic and the completed ads will look like **REAL** pictures in books or magazines rather than grainy copies of copies. In twenty four years of producing yearbooks, I have never had a picture that was provided to me lost in transition from point A to point B. However, if you are uncomfortable with giving us the original photo, Target, Walgreens and Wal-Mart can make professional quality copies on photo paper. Please only go to those three places, as pictures from personal computers never look as professional. **We will not accept photos printed from personal computers, photos printed on paper or photos not printed from the approved businesses.** Photos must be printed on professional photo paper. **Please note that if you get a photo from a social media site, such as Facebook, the quality will not be acceptable. You must go to the original source for the photo before taking it to make a hard copy.**

Please remember that if you have a picture and do not wish to use all of it, our staff can crop the pictures so that only the part of the picture you want in the yearbook will be printed. (This process does not damage the original photo.) We can also make a picture larger or smaller depending on how you would like the ad to look and what size ad you purchase. Please **DO NOT** cut out pictures as we cannot accept cut out photos. If you want to decide on the layout for your ad, have in mind what you want and we will fully discuss how you want it to look when you drop off your information. We will be glad to design the ad any way that you tell us. Please do not write on the pictures as they can rub up against each other and the ink or pencil can come off and ruin the picture. If you do not have any ideas about how you want the ad to appear, our Senior Ad Staff can design it. Most parents in the past have allowed us to design the ads. Our goal is to have the highest quality product so that you get your money's worth.

The text that you choose to place in your ad **may not** be hand written on the actual ad. Decide on the wording you wish to have and bring that along with the pictures when you come in to purchase your ad. We will write your wording on the information sheet that you fill out when you come in to purchase an ad. Our Senior Ad Staff will type the wording directly onto the ad pages so that when the ads are printed, the quality will be improved and you won't see photo copies of the wording. Also, direct quotes need quotation marks and attribution.

Please remember that the photos you select must be appropriate. Inappropriate pictures including obscene gestures, illegal activities, toilet training, naked baby photos, alcohol (even in the hands of someone over the age of 21), etc. cannot be accepted.

Families may purchase a ½ page per student. This maximum of a half page ad includes students who are from divorced parents. Color ads are available; however, please note the price difference between color vs. black and white ads. No ad space is guaranteed until the contract is signed, the ad is paid-in-full and the completed ad information and hard copy pictures are turned in during collection dates.

Finally, if you have any questions, please feel free to call me at the high school at 210-832-5729 or e-mail me at kcade@ahisd.net. Please remember that the ultimate goal of the *Olmos* Ad Staff is to provide you with an outstanding ad of the highest quality for your senior in our award winning publication.

Sincerely,
Kristin Cade
AHHS Journalism Teacher

The following are the ad prices:

COLOR ADS:

1/2 page \$250

1/4 page \$200

1/8 page \$175

BLACK AND WHITE ADS:

1/2 page \$200

1/4 page \$175

1/8 page \$150

The ad sales schedule is as follows:

September 3rd: Last name A-M

September 4th: Last name N-T

September 5th: Last name U-Z

*Please try to stick to your assigned date as it makes the process more streamlined. 😊