

# BLUE VALLEY HIGH SCHOOL

## Yearbook Senior Ads

Your child's senior year is quickly approaching – to honor your student, you should purchase a senior ad in the 2021 yearbook. The ad is a way of recognizing the memories, achievements and hopes you have for your child's future. This flyer is full of information to help you gather materials for your student's senior ad. Be sure to check past yearbooks for ideas!

Submit ad contents at  
**[tinyurl.com/BVSeniorAds](https://tinyurl.com/BVSeniorAds)**

*Early-Bird*  
**SEPTEMBER 11, 2020**

All materials must be submitted by each deadline for that price.  
*No exceptions!*

*Final Deadline*  
**OCTOBER 2, 2020**

**Full Page**  
 •200 words  
 •8 photos  
 (a variety of vertical and horizontal works best)  
**Sept.11:** \$300  
**Oct.2:** \$360

**Quarter Page**  
 •50 words  
 •2 photos  
 (one vertical and one horizontal works best)  
**Sept.11:** \$150  
**Oct.2:** \$190

**Eighth Page**  
 •25 words  
 •1 photo  
 (a horizontal works best)  
**Sept.11:** \$100  
**Oct.2:** \$130

**Half Page**  
 •100 words  
 •4 photos  
 (a variety of vertical and horizontal works best)  
**Sept.11:** \$200  
**Oct.2:** \$250

**Design Surcharge** \$150 will be added if you have your ad designed by someone other than the BV yearbook staff.

**Many frequently asked questions are answered on the back of this flyer.**

# FREQUENTLY ASKED QUESTIONS

## General Questions

**Can we receive the early bird discount if we only send one item late?** No. Unfortunately, our publishing deadlines are strict. You must turn in EVERY item of your tribute by Sept. 11 at 2 p.m. for the early-bird discount. The same is true of the Oct. 2 deadline – to secure an ad, you must turn in all items for the ad in time. No exceptions.

**Can we get more than one ad for our student?** Yes. If you order more ads, submit multiple forms.

**What if we have twins?** You may either purchase an ad, and they will share the ad size; or you may purchase two separate ads.

**Who will design my student's senior ad?** Yearbook students will design each senior ad. If you would like to design it yourself or have someone else design it, there will be a \$150 surcharge.

**Will I have the chance to proofread the ad after it has been designed?** Yes. We'll contact you at the email address you provide on the submission form once the ad is designed. Once we send the email, you have one week to proof the ad. Deadlines prohibit us from redesigning ads, but we will gladly correct spelling, check pictures and fix omissions. You may email us back with any corrections. There'll be no reproofs.

**If we want this to be a secret, will you make sure our student doesn't find out about it until the yearbook is distributed?**

We do our best to ensure your senior does not see the ad until distribution day, but we sometimes make mistakes.

**What if the yearbook staff makes an error?** While yearbook staff members make every effort to place your ad without omissions or errors, our liability is limited only to the cost of the ad. We cannot refund money for ads removed by the purchaser for any reason. Purchasing an ad in the BV yearbook constitutes agreement with these terms.

## Submission Questions

**How do we pay for the ad?** A link to pay will be available on the submission form site ASAP.

**How should we send our message?** Messages must be submitted at [tinyurl.com/BVSeniorAds](http://tinyurl.com/BVSeniorAds). Include a signature (Love, Mom and Dad). The form won't allow you to exceed the maximum word count.

**How do we submit digital photos?** Digital photos must be uploaded to the form as a JPG and may not exceed 25MB.

Do not submit screenshots or pictures of photos from your phone – they will not print well.

**What if our photographer wants to email the photos?** Have them send to [bvyearbook@gmail.com](mailto:bvyearbook@gmail.com).

**How do we know you've received all of our ad materials?** You will receive a copy of your submission immediately. Please check your spam folder if you don't see it.

You'll also receive an email from us once we have all of your ad contents saved with no issues – including any photos coming directly from a professional photographer.

## Ad Content Questions

**Will you edit our ads' contents?** The "Reflections" staff reserves the right to edit for grammar, punctuation and spelling. Photos will be retouched to meet reproduction standards. Ads will be designed and edited for consistency and clarity. Editors may refuse content considered not suitable.

**What guidelines should ad contents follow?** When choosing pictures and writing messages, please respect the school's policies.

**What photos should we submit?** Please send us high quality images – no screenshots OR pictures of photos from your phone.

**Can we submit copyrighted images?** Copyrighted images aren't allowed to be reproduced in the yearbook. Your photographer must remove logos prior to submission.

**Where should photographers submit photos?** They may send photos to [bvyearbook@gmail.com](mailto:bvyearbook@gmail.com).

Make us aware on the form if they will email images to us separately from the form.

**Can you scan photos for us?** You need to scan them before sending us the images.

**Can photos have text on them?** It may distract from the ad's overall aesthetic.

**Can we submit collages?** Pictures for senior ads must be a single photo – no collages or cutouts.

**Can we submit quotes or song lyrics?** You may use up to four lines of a song to avoid a copyright violation. You may use short quotes. The sources should be cited.

**Can the text be in a different language?** We advise against it.

**Can we send more words and fewer photos, or vice versa?** You may send as many words or pictures as you want without going over the limit. The submission form will not allow you to exceed the specified word or photo limit.

**What if we have other questions?** Contact yearbook adviser Michelle Huss at [mnhuss@bluevalleyk12.org](mailto:mnhuss@bluevalleyk12.org) if you need additional info.