

BLUE VALLEY NORTH 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/BVNSeniorAds

Early-Bird

SEPTEMBER 11, 2020

All materials must be submitted by the deadline for that price.

Regular Deadline

OCTOBER 2, 2020

Full Page

- 250 words
- 10 photos (a variety of vertical and horizontal works best)

Sept. 11: \$325
Oct. 2: \$375

Quarter Page

- 50 words
- 3 photos (two vertical and one horizontal work best)

Sept. 11: \$140
Oct. 2: \$190

Eighth Page

- 25 words
- 1 photo (a horizontal works best)

Sept. 11: \$90
Oct. 2: \$140

Half Page

- 100 words
- 5 photos (a variety of vertical and horizontal works best)

Sept. 11: \$200
Oct. 2: \$250

Design Surcharge: \$50 will be added if you have your ad designed by someone other than the BVN yearbook staff.

Late Charge: If materials are turned in later than Oct. 2, there will be a \$70 late fee. All late materials must be turned in by Nov. 12, 2020. No exceptions will be made past this date. Late ads will NOT be guaranteed a spot in the yearbook.

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 3 p.m. for the early-bird discount. No exceptions.

For the Oct. 2 deadline – to secure an ad, you must turn in all items for the ad in time. If you are taking your senior pictures later, please submit your online purchase order and payment on time for the Oct. 2 deadline, and contact us at bvnseniorads@gmail.com for more details.

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 one 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 \$50 surcharge. We have a surcharge because it takes away from the design curriculum experience for the staff if you send a pre-designed ad. If you do choose to design your own

ad, we need it in a high resolution jpeg format by the deadline date.

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 entirely 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 BVN yearbook constitutes agreement with these terms.

Submission Questions

How do we pay? See section titled "Payment Information" on this form.

How should we send our message? Messages must be submitted at tinyurl.com/BVNSeniorAds. 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.

Please 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 the photos to bvnseniorads@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.

Payment Information

How do I pay for the ad?

This year, we are piloting an online payment center where you will be able to pay via credit card. Online payment will be available starting **July 26, 2020**. Feel free to start collecting photos and writing your message before that date.

What site do I use?

You can pay online by going to either of these two sites: tinyurl.com/BVNSeniorAdPayment or www.yearbookordercenter.com

The school number is: 3644

Or you may search by school name. Be sure to find "Blue Valley NORTH High School" as there are other Blue Valley schools.

Once in the site, you should be able to choose the size of the ad you would like. After you have paid, you can head over to tinyurl.com.

com/BVNSeniorAds to submit your message and photos.

Having trouble with the site and need help?

Call this number and someone will be able to help you with your purchase: 1-866-287-3096. They are open from 8 a.m. - 5 p.m. Monday-Friday, Central Time.

You can also email yearbookordercenter@herffjones.com for help.

What if I can't pay by credit card?

If you are unable to pay by credit card and would like to discuss other payment options, please contact the adviser, Diana Klote at dklote02@bluevalleyk12.org. We may have limited options due to COVID-19.

Ad Content Questions

Will you edit our ads' contents?

The "Northern Light" 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 low quality 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 bvnseniorads@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 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 the senior ads editors Clara and Zoey at bvnseniorads@gmail.com for other info.