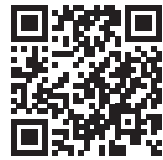


# BLUE VALLEY HIGH SCHOOL

## Yearbook Senior Ads

Your student's senior year is quickly approaching — to honor your child, you should purchase a senior ad in the 2024 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**  
**AUGUST 25, 2023**

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

**Final Deadline**  
**SEPTEMBER 15, 2023**

**Full Page**  
 •200 words  
 •8 photos  
 (a variety of vertical and horizontal works best)  
**Aug.25:** \$300  
**Sept.15:** \$360

**Quarter Page**  
 •50 words  
 •2 photos  
 (one vertical and one horizontal works best)  
**Aug.25:** \$150  
**Sept.15:** \$190

**Eighth Page**  
 •25 words  
 •1 photo  
 (a horizontal works best)  
**Aug.25:** \$100  
**Sept.15:** \$130

**Half Page**  
 •100 words  
 •4 photos  
 (a variety of vertical and horizontal works best)  
**Aug.25:** \$200  
**Sept.15:** \$250

**Design Surcharge** \$200 will be added if you have your ad designed by someone other than the BV yearbook staff.

# 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 Aug. 25 for the early-bird discount.

**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 \$200 surcharge.

**Does the cost of a senior ad also reserve a yearbook for my student?** Unfortunately, no. Please pre-purchase a book on ParentVue.

**Will I be able to see the ad before it prints?** Yes. We'll contact you at the email address you provide on the submission form once the ad is designed. You'll then have one week to proof the ad.

Deadlines prohibit us from redesigning ads, but we will gladly correct spelling, swap pictures and fix omissions. 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 we have twins?** You may purchase an ad for them to share, or you may purchase two separate ads.

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

**What if the yearbook staff makes an error?** While the yearbook staff makes 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?** Go to YearbookOrderCenter.com and enter code 17399. Additional info is available on the submission site.

**How should we send our message?** Submit messages at [tinyurl.com/BVSeniorAds](mailto: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 junk 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. **Don't screenshot them.** 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.