



## 2019 Senior Yearbook Advertisements

**Mr. Clayton Atkins**

Yearbook Moderator

English Teacher

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Dear Senior Parents, Relatives, or Friends,

Thank you for placing your order for a senior recognition ad in our 2019 edition of the Luceat—the official yearbook of Bishop Verot Catholic High School. On behalf of the entire 2019 Luceat staff, I would like to be the first to let you know that we are excited to help you create a memorable message that you can cherish for years to come. With that in mind, we need a few things from you.

First, please be aware that publishing a book is a difficult, labor-intensive process, and publishing a high school yearbook is a difficult, labor-intensive process run by teenagers. The biggest thing to keep in mind is that we are not only trying to create lasting memories for our students, we are also trying to teach those students how to write, design, take photographs, manage their time, collaborate with their peers, communicate with others, and work together on a big publication project.

As yearbook moderator, part of my job is to allow my students to take responsibility for almost every aspect of the publication process. Of course, I will be there facilitating and managing, but they will be communicating with you, clarifying your instructions, carrying them out, sending you proofs, etc. If, at any time, you need to speak with me, please do not hesitate to reach out. You can find my contact information at the top of this page.

I am looking forward to working with you and want nothing more than for you to be happy with the messages and memories we craft together in the upcoming weeks. Now...the details. Please review the information regarding your senior ad on the following pages.

Thanks again!

—*Clayton Atkins*, Yearbook Moderator

## Deadlines

In order to publish a book every year, **we absolutely must meet our deadlines**. We do not create or impose them: they are given to us by the publication company, Jostens, who publishes thousands upon thousands of yearbooks every year. If we want to receive our books before the end of the school year, we must submit our pages to the printing plant when they need them. Please understand the nature of these deadlines and help us meet them.

**Monday, October 1, 2018**

### **Deadline to Reserve a Senior Ad**

We need to know how many ads will appear in the book, so we can buy the appropriate number of pages. (You've already done this!)

**Monday, October 29, 2018**

### **\$25 Security Deposit Due**

This guarantees a space in the book for your ad. If you don't want to write multiple checks and would like to pay for everything up front, please do so. If you need some time to make full payment, please see the deadline below.

**Friday, December 7, 2018**

### **Yearbook Order Payment Due**

If you're creating an ad, make sure you order a book too! Yearbooks are \$85. You can make a payment in cash or check. Please make sure to include the student's first name, last name, and grade enclosed with a cash payment or written on the memo line of a check.

**Friday, December 21, 2018**

### **Ad Materials Due**

We need to have anything you want to appear in your ad, photos, text, colors, fonts, etc., by this date. If you are creating your own ad, we need it submitted by this date.

**Monday, February 11, 2019**

### **Full Payment Due**

To pay the publishing company, we must receive full payment for all ads by this date.

**Full Page:           \$300**

**Half Page:           \$150**

**Quarter Page:      \$75**

**End of April, 2019**

**Yearbooks Distributed**

## Senior Ad Design

We offer you the option of creating your own ad or allowing us to design it to your specifications.

### Designing Your Own Senior Ad

Unless you are willing to pay a professional, have experience with graphic design, or would like to spend a considerable amount of your valuable time at a computer, we would rather have our student staffers design the ads. If you are set on doing it yourself, please follow the following guidelines:

- The **dimensions** of the yearbook are **9"x12"**. Please **leave at least 1/8"-1/4" margin around your ad** to ensure it doesn't get cut during the printing, cutting, and stitching process.
- Export your ad as a **JPEG with a resolution of 300 dpi**.

### Submitting Materials for Senior Ads

We would prefer to have our student staffers design the ads. This is a valuable learning experience for them, and they always do a great job, even though they are not professionals. We will do our absolute best to help you conceive of, design, and perfect an elegant message.

When submitting materials for your child's senior ad, consider the following:

- **Make it Digital!**
  - We create the yearbook on computers. By providing us with the materials we need in a digital format, you help streamline the process for us, so we can devote our time and energy to perfecting your ad.
  - **Dropbox:** The easiest way to ensure that we receive your materials is to upload them to our Dropbox account. We highly encourage you to use this method. You can do so at this web address:  
<https://www.dropbox.com/request/ntMTeZNfCgTG5WtaJEyT>
  - **Email:** You can email your materials to this address: [yearbook@bvhs.org](mailto:yearbook@bvhs.org)  
If you choose this option, **do not include any photos in the body of the email. Please attach them as a file.**
  - **USB Drives:** You can put everything we need on a USB drive, enclose it in an envelope with your student's name on it, and submit it to the receptionist at the front office, or to Mr. Atkins in Santini Room 210. USB drives will not be returned.
- **Photos**
  - Any photos you wish to appear in the ad should be in a high resolution. The yearbook is printed at a resolution of 300 dpi. No matter how good an image may

seem on a screen, they may look different once they are printed on paper. Specifically, many photos appear darker on paper than on a screen. Most modern phones are capable of producing a good image, but professional pictures, or photos taken with a DSLR are preferable.

- Do not cut your photos, we will crop them for you. Just indicate your preference on the directions.
- Printed photos are fine, but they will not be returned. Do not entrust us with priceless family photos. You can make digital copies at Walgreens or CVS.
- The maximum number of photos permitted for ads are as follows:
  - 20 for a full page ad
  - 10 for a half page ad
  - 5 for a quarter page ad
- **Text (Personal Letter or Message)**
  - Take the time to carefully consider the message you would like to convey to your child. These words will be immortalized in the pages of our yearbook. Memorable messages focus on the students: draw attention to how they have blossomed into an adult here at Bishop Verot; highlight their achievements; wish them well; express your love, support, and pride. Make it special!
- **Design**
  - **Decide on a design.** Look at our previous Luceat yearbooks for inspiration or sketch a design for our staff to follow. If you find something you like, specify the edition (year) and page number of the previous yearbook. Previous editions of the yearbook are available on campus. Please contact me if you'd like to set up a time to take a look.
  - **Pick a background color and a font.** We will try our best to find a font that matches your preference, but please keep in mind that fonts are proprietary and expensive. Our yearbook company provides us with many options, but we may not be able to find an exact match.
  - **Arrange your photos.** Please tell us which photos should go where and which ones you would like to feature prominently. The easiest way to do this is to number the titles of your digital files, or include specific directions with your submission.
  - **Decide on photo borders or frames.** Photos can sit on top of whatever background you choose, or we can add borders or frames. Please specify what you would like.

Phew! I know that's a lot of information, but please remember that you could always just send us your personal message and a favorite photo, and we can make a beautiful momento for you. If you have any questions or concerns, please do not hesitate to contact me. Thank you, and have fun creating your memories! I'm looking forward to hearing from you.

—*Clayton Atkins*