

# BLUE VALLEY HIGH SCHOOL 2019 YEARBOOK SENIOR ADS

## DEADLINES

### EARLY-BIRD DISCOUNT

**AUG. 24, 2018 @ 2 P.M.**

All materials must be turned in by the above deadline in order to receive the early-bird discount. No exceptions.

### FINAL DEADLINE

**SEPT. 14, 2018 @ 2 P.M.**

Once again, all materials must be received by the above date and time in order to receive a senior ad. No exceptions will be made.

*Your child's senior year is quickly approaching. To honor your student, you should purchase a senior ad in the 2019 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!*

*This year's ad contents will be submitted on an online form, which can be found at*

*[tinyurl.com/BVSeniorAds](http://tinyurl.com/BVSeniorAds)*

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

## PRICE LIST

### EIGHTH PAGE

*NO MORE THAN 25 WORDS AND 1 PHOTO*

8/24/18 Early bird: \$100

9/14/18 Deadline: \$130

### QUARTER PAGE

*NO MORE THAN 50 WORDS AND 2 PHOTOS*

8/24/18 Early bird: \$150

9/14/18 Deadline: \$190

### HALF PAGE

*NO MORE THAN 100 WORDS AND 4 PHOTOS*

8/24/18 Early bird: \$200

9/14/18 Deadline: \$250

### FULL PAGE

*NO MORE THAN 200 WORDS AND 8 PHOTOS*

8/24/18 Early bird: \$300

9/14/18 Deadline: \$360

### DESIGN SURCHARGE \$150

If you have your ad designed by someone other than the BV yearbook staff.

# FREQUENTLY ASKED QUESTIONS

## GENERAL QUESTIONS

**CAN WE STILL RECEIVE THE 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. 24 at 2 p.m. for the early-bird discount. The same is true of the Sept. 14 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 multiple ads, please submit multiple forms. Email us at [bvyearbook@gmail.com](mailto:bvyearbook@gmail.com) to make us aware if your student will have more than one ad.

**WHAT DO WE DO IF WE HAVE TWINS?**

You may either 1) Purchase an ad of any size, and they will share the ad size. In the past, parents have submitted photos of each student as individuals and some of them together. 2) Purchase two ads.

**WHO WILL DESIGN THE 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.

**IF WE WANT THIS TO BE A SECRET, WILL YOU MAKE SURE OUR STUDENT DOESN'T FIND OUT ABOUT IT?**

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

## AD CONTENT QUESTIONS

**WILL YOU EDIT OUR ADS' CONTENTS?**

The "Reflections" staff reserves the right to edit content 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.

**DOES THE YEARBOOK STAFF PREFER HARD COPY OR DIGITAL PHOTOS?**

We prefer digital photos. While we do our best when handling hard-copy photos, digital photos allow us to more accurately place and, if needed, crop. Pictures for senior ads must be a single photo — no collages or cutouts. When choosing pictures, please respect the school's policies and remember the yearbook will print in color.

**WHERE SHOULD PHOTOGRAPHERS SUBMIT PHOTOS?**

Photographers may send photos to [bvyearbook@gmail.com](mailto:bvyearbook@gmail.com). Please make us aware on the form if they'll send images to us.

**CAN WE SUBMIT COPYRIGHTED IMAGES?**

Copyrighted images are not allowed to be reproduced in the yearbook and will be rejected. Please contact your photographers to have them remove logos from images before submission.

**CAN WE SEND MORE WORDS AND FEWER PHOTOS, OR VICE VERSA?**

You may send as many words or pictures as you want as long as you don't go over the limit. The online submission form will not allow you to exceed the specified word limit or photo submission limit.

**CAN WE SUBMIT QUOTES OR SONG LYRICS?**

You may only use up to four lines of a song to avoid a copyright violation. You may use short quotes.

**CAN THE TEXT BE IN A DIFFERENT LANGUAGE?**

We advise against it.

## SUBMISSION QUESTIONS

**HOW DO WE PAY FOR THE AD?** You may pay online at <http://tinyurl.com/BVSeniorAdPayment>. If online payment isn't feasible, please contact us prior to the deadline.

**HOW SHOULD WE SUBMIT OUR MESSAGE?**

Messages must be submitted at [tinyurl.com/BVSeniorAds](http://tinyurl.com/BVSeniorAds). Be sure to include an appropriate signature (Love, Mom and Dad). The form will not allow you to exceed the maximum word counts.

**HOW SHOULD WE SUBMIT DIGITAL PHOTOS?**

Digital photos must be uploaded on the form. Files must be either a JPG or PDF file and may not exceed 25MB.

**WHAT IF OUR PHOTOGRAPHER WANTS TO EMAIL THE PHOTOS?**

Have them send them to [bvyearbook@gmail.com](mailto:bvyearbook@gmail.com).

**HOW SHOULD WE SUBMIT HARD COPY PHOTOS?**

First, notify us of hard copy submission on the form.

You may mail hard copy photos or drop them by the office. Please label them "Attn: Yearbook Staff" along with your senior's name. Please don't send your only copy. Ink-jet printed and photocopied photos do not turn out well when they are scanned into a computer. Print the senior's name lightly on the back of the photo in ink.

You will get your hard copy photos back **only if** you provide a properly sized self-addressed envelope with the necessary postage on it. If this isn't provided, photos will not be returned.

## OTHER QUESTIONS

**HOW DO WE KNOW YOU HAVE RECEIVED OUR MATERIALS?**

You'll receive a copy of your submission right away. You'll also receive an email from us once we've all of your ad contents saved with no issues — including photos from a photographer and any hard copy photos.

**WILL I HAVE THE CHANCE TO PROOFREAD MY SENIOR'S AD AFTER IT HAS BEEN DESIGNED?**

Yes. We'll contact you at the email address you provide on the online submission form once the ad is designed. Once you receive the email, you'll have **one week** to proof the ad. Deadlines prohibit us from completely redesigning ads, but we will gladly correct spelling, check pictures and fix omissions. You should just email us back with any corrections or an "OK." **There will be no reproofs.**

**WHAT IF THE YEARBOOK STAFF MAKES AN ERROR?**

While yearbook staff members make every effort to place your advertisement without omissions or errors, our liability is limited to the cost of the advertisement only.

We cannot refund money for advertisements that are removed by the purchaser for any reason.

Purchasing an advertisement in the BV yearbook constitutes agreement with these terms.

**WHAT IF WE HAVE OTHER QUESTIONS?**

Contact yearbook adviser Michelle Huss at [mnhuss@bluevalleyk12.org](mailto:mnhuss@bluevalleyk12.org) if you have any questions this flyer doesn't address.