

Houston High School Yearbook Senior Ad Sales 2015 Topper Memories

You have almost made it. The senior year is full of events and opportunities to show your student how much you love him or her and to express your love, pride, and congratulations for your son or daughter's achievements at Houston High. The 2015 Topper Memories yearbook staff is now accepting orders for student ads.

Ads are available in the following sizes for the prices shown. All ads will be full color. Please note all deadlines. Early orders will be accepted now through September 19.

Two-Thirds Page: Maximum of 6 pictures

Early: \$85 (Due October 17)

Regular: \$100 (Due December 19)

One-Third Page: Maximum of 4 pictures

Early: \$55 (Due October 17)

Regular: \$70 (Due December 19)

One-Sixth Page: Maximum of 1 picture

Regular: \$40

Ad placement: All ads are sold on a "first come, first served basis" until the ad pages in the yearbook are full. We encourage you to place your ad order early to ensure a place in the 2015 *Topper Memories*.

Deadlines: The order form, photos, text and payment for your Senior ad are due by December 19. The Early Deadline is October 17. In order to receive the early discount, you MUST submit all photos, text, and money. We will not hold ad space until everything is submitted. Please see Mrs. Beckett-Willis if you have any questions.

SPECIAL OFFER

Order your Yearbook Ad and Yearbook Together and SAVE!!

Order a Two-Third Page Ad and Get \$10 off the Cost of the Yearbook (\$35)

You may Order your Yearbook at the same time you order your ad. See the Order Form on back for Details.

Thank You

We thank you for your patronage. If you have any questions concerning an ad, please email the Yearbook adviser Ann Beckett-Willis at abeckett-willis@houston.k12.ms.us or call at 456-3320 between 2:15 and 3:30.

Guidelines and Instructions for ad submission

- *Select the size you wish to buy. Send the required number of photos and text.*

PHOTOS:

- Make sure you label every photo with the name of your senior. You may use labels (recommended) and write *softly* on the back. We cannot guarantee that photos that do not have a name on the back will be used in the book.
- Each ad contains a number of photos; supply enough pictures to fill the blocks in the ad you choose. If you include extra pictures, our staff will decide which one(s) to exclude without notifying you.
- We will enlarge or reduce your photos as necessary. We will also "crop" (focus on key parts of) the picture to its best advantage.
- **Do NOT send the original copy of any photo you value;** we cannot guarantee its return. Instead, submit a photo quality copy of any picture you cannot replace. We do not recommend computer generated inkjet photo images on plain paper and cannot be held responsible for the quality of their reproduction if you submit a photo in this manner.
- We cannot use photos that have been cut, glued, or taped to paper.
- If you choose to submit a collage, please know that they do not reproduce well and we cannot be responsible for the image quality problems that arise.

Text:

- The words you want to include in your ad is called "copy." Please print your copy legibly on the ad order form, or you may print it on a separate sheet and attach it to the form. All written subject matter is to be understood by all who purchase the yearbook.
- We will choose the font for your copy when we compose your ad. We will not correct grammar, punctuation, or spelling errors. Therefore, if a word needs to be spelled a certain way, make sure we know it.
- Take into account the size of your ad when writing your message to your senior. A large quantity of text in any ad will end up being set in very small type which may not be easy to read.

The Topper Memories Yearbook Staff reserves the right to change or rearrange any ad which is not appropriate for the yearbook without notifying you. This includes but is not limited to the exclusion of photos or text.

**THANK YOU FOR SUPPORTING THE
2015 TOPPER MEMORIES**

SENIOR AD ORDER FORM

Please complete and return this advertising contract (or copy of it) with the photos and text for your ad.

Parent/Purchaser

Student Name

Address

City

State

Zip

Work Phone

Home Phone

IS THIS SUPPOSED TO BE KEPT A SECRET FROM YOUR SENIOR? YES NO

TYPES OF ADS/SIZES: Circle the price for the size ad you want and write the amount on the line. Early ads are due with MONEY. Pictures and copy are due no later than September 19 for Early ads.

TWO-THIRD PAGE.....\$80 (EARLY).....\$100 (REGULAR) _____

ONE-THIRD PAGE.....\$50 (EARLY).....\$70 (REGULAR) _____

ONE-SIXTH PAGE.....\$40..... _____

PAYMENT: CASH INCLUDED CHECK INCLUDED

YEARBOOKS ARE \$40 UNTIL DECEMBER 19. AFTER DECEMBER 19, YEARBOOK PRICE GOES TO REGULAR PRICE AND IS \$45. (THE COST OF A TWO-THIRD PAGE AD PLUS A YEARBOOK IS \$120)

AMOUNT ENCLOSED: _____ Make checks payable to Houston High School

Photo Instructions, Requests, Comments:

Words/Text to be used in your ad:

*I agree to the terms and guidelines in this brochure.

Customer Signature and Date

**MAIL TO OR BRING BY THE SCHOOL
ATTENTION: MRS. BECKETT-WILLIS
YEARBOOK SALES
P.O. BOX 568
HOUSTON, MS 38851**