

# 2009-2010 Amarillo High School Yearbook Senior Advertising Contract

Name of Parent: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Student: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone number where you can be reached during the day: \_\_\_\_\_

This is the authorization of the above named for the insertion in the Amarillo High School yearbook, La Airosa, for the 2008-2010 school year. All submitted materials should be clearly labeled with your student's name. Please do not submit pictures that are cut in odd shapes, circles, triangles, jagged edges, torn, bent, or chewed on. Pictures must be square or rectangle shaped. Pictures may not contain nudity.

The full payment is due upon receipt of the advertising contract. No ad space can be reserved or saved. Please make checks payable to Amarillo High School and mail to 4225 Danbury, Amarillo, TX 79109. **Please note: The purchase price of a senior ad does not include the price of a yearbook.**

Also, please remember that La Airosa is a student publication. Every effort will be made to publish your ad as submitted. However, in case an error does occur, corrections will be limited to a refund of the ad price.

**Remember, we do not organize elementary school photos or ads. It is the parents' responsibility to organize one if you wish.**

**Please read the other side of the contract for details regarding pictures, messages and how to turn in your senior ad. If you wish to purchase more than one senior ad, please use a separate contract for each ad.**

SIZE OF ADS:

Space A (1/8 page) 4 1/4" wide X 2 3/4" tall  
Space B (1/4 page) 8 1/2" wide X 2 3/4" tall  
Space C (3/8 page) 4 1/4" wide X 8 1/4" tall  
Space D (1/2 page) 8 1/2" wide X 5 1/2" tall  
Space E (3/4 page) 8 1/2" wide X 8 1/4" tall  
Space F (full page) 8 1/2" wide X 11" tall

PRICE:

\$55  
\$105  
\$155  
\$205  
\$305  
\$405

NUMBER OF PHOTOS:

1 picture only  
1-2 pictures only  
1-3 pictures only  
1-4 pictures only  
1-6 pictures only  
1-9 pictures only

**SPECIAL INSTRUCTIONS:** (please attach detailed instructions pertaining to the content & layout of the ad)

Please type or print neatly the wording you wish to appear on the ad and attach it to this contract along with your pictures, a self-addressed and stamped envelop and your check/cash. Please keep wording brief due to space limitations.

**Please note:** Advertising will be accepted until **October 9** No advertising will be accepted after that date.

Purchaser's Signature

\_\_\_\_\_

If you need assistance, please feel free to stop by Room 205 or call the journalism office at 326-2050 after 2:45 p.m. Assistance will be available from 2:45 to 4 p.m. Monday through Thursday.

Thank you for advertising in La Airosa.

# AHS Journalism Department, La Airosa Yearbook Staff

Dear Senior Parents,

As in the past, the yearbook will feature a special advertising section for seniors. In this section, parents are given the opportunity to congratulate their son or daughter on his/her accomplishments or commemorate special memories.

Advertising rates vary depending upon the size of the selected ad. A breakdown of the rates and sizes is on the other side of the letter.

Senior ads will be sold until October 10 on a cash/check basis. No advertising will be accepted after that date. Space cannot be saved or reserved. If ad is not paid in full, it will not be placed. **NO exceptions.**

If parents would like an elementary ad, it is the parents' responsibly to organize a photo and pay for the ad. We do not organize the elementary school ads.

When you purchase your senior ad, all text and/or picture(s) you want to appear in the ad must be submitted at that time. There will be no exceptions. The pictures may be submitted in color or black and white. Pictures can be turned in of any size. The yearbook staff will reduce or enlarge the picture to fit the size of the ad you have purchased. If you would like to design your ad, please keep in mind we cannot accept PDFs. A JPEG of at least 300 DPI on CD is all we can accept. If the picture is a one-of-a-kind photo/portrait, it is recommended that you have the picture duplicated at a local business and submit the duplicate of the picture for the advertisement. Do not submit photocopies of pictures.

No picture will be accepted if it is cut into odd shapes. All photos must be square/rectangle (4 sided). We are not allowed to print pictures that contain nudity of any kind or questionable content. There are no exceptions. Each ad has a limit on the number of pictures allowed depending on the size of ad you purchase. See the contract for the limitations on pictures. Please choose your pictures carefully and wisely.

Please keep your wording or message brief. Please type or print your message so we can easily read it. Also, because of copyright laws, we are unable to reprint entire poems or songs. You can use a small portion as long as you credit the author.

You must also include a self-addressed, stamped envelope if you would like your student's photos mailed back to you in May. Please put your student's name on the outside of the envelope to ensure that the right photos go back to the right address. Pictures will be mailed back to the home address in late May after yearbook distribution and only if a self-addressed, stamped envelope accompanies the order.

Also, please keep in mind that the yearbook is produced for the students, by the students. We make every effort to make sure mistakes do not occur. In the event a mistake does occur, correction will be limited to a refund of the ad price.

**To purchase a senior ad, fill out the contract and return it with:**

1. a stamped, self-addressed envelope (with your student's name on it)
2. typed or neatly printed message to appear in the ad (please keep wording brief)
3. picture/pictures to appear in the ad (please label each picture on the back with name)
4. cash or check for full amount

**Mail senior ads to:** Amarillo High Journalism Department  
4225 Danbury  
Amarillo, TX 79109

**Please submit your ad as soon as possible. Remember: The ad deadline is October 10.**

If you need any help or have questions concerning the purchase of a senior ad, please feel free to stop by Room 205 or call the journalism office at 326-2050 any time after 2:45 p.m. Monday through Thursday. Thank you for your purchase.

