

# Hinsdale South Yearbook Senior Ads

Reserve your space in this year's *Vespa*



Vespa  
Hinsdale South High School  
7401 Clarendon Hills Rd  
Darien, IL 60561  
<http://south.hinsdale86.org/studentpublications/vespa>

Congratulate your graduating senior with an ad in the 2015 Hinsdale South yearbook. We have three different sized ads, and ads will be sold on a first come, first serve basis.

## What to do

To create an ad you need to follow some specific guidelines:

- Select the size you wish to purchase and submit your ad by the deadlines indicated. Mailed orders need to be postmarked by the required date. Submit early to receive the discounted price and ensure an ad in the book.

Size	Discount Price Received by Oct 17	Actual Price Received between Oct. 20 - Nov 21
1/8	\$50	\$75
1/4	\$100	\$150
1/2	\$200	\$300

\*There is a 5% fee for online ordering at [www.yearbookordercenter.com](http://www.yearbookordercenter.com)

### We cannot accept ads after November 30.

- Choose one or more pictures of your child from any age to be used in the ad. Keep in mind the size of the ad when selecting the picture(s). We can reduce, enlarge, and crop out parts of the photo.
  - If you choose to mail photographs, please make sure these are high quality. Poor quality photos (or printouts on computer paper) will not look good in print. Include a self-addressed stamped envelope if you would like your photo returned; otherwise we won't return your picture.
  - We can accept (and prefer) digital photos but please follow these guidelines: photos must be submitted at 300 dpi resolution in a jpeg or tiff format in at least a 4x6 format. Photos do not have to be sized specifically to the ad; we have the ability to crop, resize, and adjust photos as need.
- We suggest avoiding senior portraits from Visual Image Photography due to yearbook deadlines.
- Include a message, again keeping in mind the size of the ad purchased. The message can consist of a quote, memorable moments, wishes, good lucks, etc. If you choose to hand write your message, please write legibly. The staff reserves the right to edit any ad for context and/or length.
- Provide an email account so we can send you a proof before the book prints. This proof will allow you to make any changes before we go to print.

## Frequently Asked Questions

### What is a senior ad?

Senior ads can be purchased to commemorate the hard work your son or daughter has put into the last four years. From our side, it is advertising. These ads help keep our book prices low. We estimate the books would be \$25 more expensive if we did not sell advertising. We also have made a conscience choice not to sell advertising to the business community, as some schools do.

### Why do senior ads need to be turned in early?

Our yearbook plant sets the deadlines so we do not arbitrarily set this date. We need to tell them how many pages will be purchased so they can set up our yearbook accordingly.

### Can I submit more than one photograph for the ad?

It depends on the size of the ad you purchase. Please see diagram on the back of this page.

### What's the best way to submit a photograph?

[Emailing](#) a digital photo is the best. Our yearbook is produced digitally, and the less we need to scan copies, the better. If emailing, please make sure the photo is as large as possible (we strive for 300 dpi). This will prevent pixilation. We do have a scanner in our office, so we can use a hard copy. A printout on computer paper is the worst way to go, as the quality is diminished. Remember, the photo will be printed.

### What's the best way to submit the ad?

Again, email works best. Submit the ad to [hinsdalesouthyearbook@gmail.com](mailto:hinsdalesouthyearbook@gmail.com). But you can mail the ad to the high school (see below), or drop it off at the front door. If mailing, as long as it is postmarked by or on the deadline, we will accept it.

### Do I need to design the ad and crop the photos?

Nope. We can take care of all of this, if you prefer. Feel free to include a rough sketch.

(Continued on back)

# FAQ (cont.)

## Will I see it before it prints?

As long as you include an email address on your order form, we will send you a proof. This gives you one last chance to see and edit it before we print. It is also an opportunity to catch any mistakes we made before it prints.

## What happens if an error gets printed?

Please read the disclaimer below.

If you have any other questions, please email us at

[hinsdalesouthyearbook@gmail.com](mailto:hinsdalesouthyearbook@gmail.com).

### Disclaimer

We highly recommend providing us with an email address so that we can send you a proof before the book prints. This proof will allow you to make any changes before we go to print.

We take great care and pride in our finished product, but mistakes do happen. In the case of an omission of an entire ad, we will refund the cost of the ad. In the case of a mistake, our policy is to refund 10% of the price of the ad.

By purchasing an ad, you agree to the above terms.

\*Sizes depicted below are not true to scale

1/4 page ads are approximately 4 inches wide by 5.75 inches high, and may include up to 3 (three) photographs plus text of your choice. Suggestion: Do not attempt to include too much text or the point size will have to get too small for comfortable reading.

1/8 page ads are approximately 4 inches wide by 3 inches high, and will include space for 1 (one) photo plus text of your choice. Suggestion: Do not attempt to include too much text or the point size will have to get too small for comfortable reading.

**\$50/\$75**

Before Oct 19/Before Nov 21

**\$100/\$150**

Before Oct 19/Before Nov 21

1/2 page ads are approximately 8 inches wide by 5.75 inches high, and may include up to 6 (six) photographs plus text of your choice. Suggestion: Do not attempt to include too much text or the point size will have to get too small for comfortable reading. We will work to insure the photos are displayed to your satisfaction.

**\$200/\$300**

Before Oct 19/Before Nov 21

\*There is a 5% fee for online ordering at [www.yearbookordercenter.com](http://www.yearbookordercenter.com)

### Checklist

- Fill out senior ad form
- Chose the size of the ad
- Select recommended number of photos and make sure they are in the appropriate format
- Write the senior ad (typing is best for legibility)
- (Optional) Include a sketch of your design (otherwise we will design it).
- Submit payment as cash or check payable to Hinsdale South HS in the appropriate amount. Or pay online at [www.yearbookordercenter.com](http://www.yearbookordercenter.com)

Photos and messages can be mailed to:

**Hinsdale South High School**  
**Attn: Jim Kelly - Yearbook**  
**7401 Clarendon Hills Road**  
**Darien, IL 60561**

Or

[hinsdalesouthyearbook@gmail.com](mailto:hinsdalesouthyearbook@gmail.com)

\_\_\_\_\_  
 Name of Parent (Please write above the line)

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

\_\_\_\_\_  
 Street Address

\_\_\_\_\_  
 City, State, Zip

\_\_\_\_\_  
 Phone Number

\_\_\_\_\_  
 email address

Size of Ad: (circle one)      #of photographs:      Amount Paid:      Payment type (circle one):

1/8      1/4      1/2      \$      Check      Cash      Online

\_\_\_\_\_