



May 17, 2021

Dear Class of 2022 Parent or Guardian:

It is your child's senior year! You have a special opportunity to congratulate, praise, and express your love to your senior with a Senior Ad. These will be the only ads in the yearbook as a unique way to honor our graduating class. In addition to the details in this letter, there are guidelines included with the order form; please read all information. If you have any questions, e-mail journalism@stlukesmobile.com.

HOW DO I ORDER AN AD FOR MY SENIOR?

- 1) Complete the order form.
- 2) Collect the photos you would like on the ad and put them onto a USB drive.
- 3) Compose the text you would like included on the ad. ***If the text is a quote instead of a personal sentiment, please make sure that you include the name of the person who first stated the quote.***
- 4) Write a check for the correct amount of the ad you have ordered. (prices listed in the next section)
- 5) Put the order form (**the last page of this packet**), USB drive, and a check (*made out to St. Luke's) in a manilla envelope labeled
Mrs. Matthews, Sr. Ad - (insert student name here).
- 6) Submit all required components to Mrs. Matthews no later than FRIDAY, AUGUST 13, 2021. ***Discounted rates for early submissions detailed in next section.***

*****ALL items must be submitted together, or they will not be processed.*****

HOW MUCH DOES AN AD COST?

By June 7th:

A 1/2 page ad is \$80.00 and includes no more than 6 photos.

A full page ad is \$120.00 and includes no more than 12 photos.

By August 13th:

A 1/2 page ad is \$90.00 and includes no more than 6 photos.

A full page ad is \$150.00 and includes no more than 12 photos.

Any submissions after August 13th will be charged a \$50 late fee

Late Submission Prices:

A 1/2 page ad is \$140.00 and includes no more than 6 photos.

A full page ad is \$200.00 and includes no more than 12 photos.

WHEN IS THE DEADLINE?

FRIDAY, AUGUST 13, 2021. *Early submissions are appreciated!*

Best regards,

A handwritten signature in cursive script that reads "Alicia Matthews".

Alicia Matthews, Adviser

The 2021-2022 Adsumus Staff

Class of 2022 Senior Ad Order Form

Payment and this order form must be received by FRIDAY, AUGUST 13, 2021.

SENIOR NAME (as you would like it to appear in the ad): _____

Please provide us with the best contact information in case we have any questions.

Parent/Guardian Name _____

Phone Number _____ extension _____

Email _____

Check List

Instructions: Initial next to each statement indicating that you have read each guideline/request, and fill in your responses where needed.

_____ I am purchasing a Full page ad Half page ad (Prices on accompanying letter)

_____ I am enclosing check money order in the amount of \$_____

Check number _____ (Made payable to St. Luke's Episcopal School)

_____ The contents of this ad (text and photos) are are not a surprise for my senior

_____ I understand that this form, the USB drive of photos and text that I would like written in the ad, and payment must be turned in together.

_____ **I understand that if I turn in my content or payment late, I will incur a \$50.00 late fee.**

_____ I understand that only photos of good quality (see attached document) can be used.

_____ I would like to use a photo taken by Journalism Staff or another professional photographer (I understand that I must provide a copyright release for photos taken by other professional photographers).

Journalism Photo Request: _____

_____ I understand that while a ½ page ad can include up to 6 photos and a full page ad can include up to 12 photos, all of the pictures that I send may not be used due to sizing/template restrictions.

_____ I understand that the Adsumus Yearbook is a student produced publication. While the students and adviser hold themselves to high standards of accuracy and journalism, unintentional mistakes may still occur.

_____ I am hand-delivering an envelope clearly marked

ATTN: Mrs. Matthews, Sr. Ad (Insert Student Name here)

to Mrs. Matthews or to Mrs. Busby if I choose to deliver it before the beginning of school.

Parent/Guardian Signature _____

SUBMIT ORDER, USB DRIVE, AND PAYMENT TOGETHER BY FRIDAY, AUGUST 13, 2021

Senior Ad Picture & Text Guidelines

Please read carefully and follow all directions:

PHOTOS:

- We will be using the photos of students in drapes/tuxedos in the yearbook, but M&A studios will send us a digital copy of a “casual” photo you may have taken this summer. Please fill out the appropriate information about the picture on the order form if you would like to include one of these.
- If you would like to have a casual photo taken by the Journalism Staff, please let us know by emailing journalism@stlukesmobile.com to arrange an appointment.
- Please use good quality photos - color or black & white are acceptable. Original photos may be any size (ex: 3x5, 5x7, 8x10), but please do not send any odd-shaped pictures, such as ovals, stars, hearts, etc. All photos should be square or rectangular in shape.
- Please do not take a photo of a photo (framed or otherwise).
- Please send photos on a USB drive; most photo printing companies (Ex: Calagaz, FedEx Office) and kiosks can transfer photos to a USB if you are not sure how to go about this.
- If a photograph (color or black and white) is deemed unusable, it will not be placed in the ad.
- If the photo shows pixels, we may not be able to use it. Some photos taken on cell phones cannot be used, so please refrain from sending these. Also, please refrain from using photos pulled from social media websites. These may not be able to be enlarged, resulting in poor image quality and/or pixelation.
- Please only send photos that are school appropriate of your student--no nudity/bathing suits or alcohol/drug related images will be allowed. We may not be able to print photos if there are any questions or concerns.
- Please send only photos that you have taken. We are not allowed to publish a photo taken by a professional photographer or by another person without consent. If there is any discrepancy, we will not be able to include the photograph.
- Ad layouts will be uniform and created by the yearbook staff for consistency. Please DO NOT send in layouts of how you would like the ad to appear; we only need the photos and the text.

TEXT:

- You may personalize your Senior Ad with a short message, poem, scripture, song lyric, quote, etc., as long as it is school appropriate and meets current copyright laws. 1) no more than 4 lines of any song or poem may be used 2) you must include the author/artist's name.
- All content must be appropriate and should not include inappropriate references or language. We may not be able to print the text if there are any questions or concerns.
- Any ad given in another language (Spanish, Latin, etc.) must be translated in print as well.

IN CLOSING:

Senior year is a very important year, and we look forward to working with you to memorialize your senior and his/her accomplishments with a special ad in the yearbook, a tradition he/she can keep forever.

We thank you very much for your interest in placing an ad with us!