

– *Senior Ad Order Information* –

Guidelines & Instructions *for ad submission*

- Select the ad size you wish to purchase; then, using the sample layouts on pages 1 and 2, choose the design number within that size that you would like used for your child’s senior ad in the *Medallion*. Changes may be made to these designs with prior approval of the yearbook advisor and/or editor.

Photos:

- Each ad contains a number of photos; supply enough pictures to fill the photo blocks in the ad you chose. If you include extra pictures, our staff will decide which one(s) to exclude without notifying you.
- Decide which picture you want in which photo block in the design. *Remember that vertical picture boxes require “up-and-down” images and horizontal boxes need “left-to-right” images.*
- Using a pencil, write *softly* on the back of the picture the photo block number in which you want the picture to appear. If you do not number the photos, our staff will use its discretion to place the photos attractively.
- 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 which have been cut, glued or taped to paper, or are in collages.
- Please do NOT submit collages. 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 are called “copy.” Please write (print) your copy legibly on the ad order form, or you may type or print it on a separate sheet and attach it to the form.
- We will choose a font (typeface) for your copy when we compose your ad. We will also correct grammar, punctuation and 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 child. 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 Broome High School Medallion 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 and text.