

senior ads

2018-2019 Talon, Hendrickson High School's yearbook

Attention Seniors and Senior Parents,

Although the school year has just begun, it's already time to start thinking about senior ads for the yearbook.

Senior ads are a special section in the yearbook where your family and friends can celebrate graduation with messages and pictures of the senior's childhood and high school years.

Once again, all senior ads, as well as the entire yearbook, will be in full color.

Payments can be made in full or they can be made in two installments. The down payment must be for at least half the ad's cost. Final payment on all senior ads is due Jan. 18.

An additional feature this year is a sliding scale on ad prices. Seniors and parents who turn in their ads early will receive a cheaper price. The price goes up each month, so we highly encourage you to purchase your ad soon.

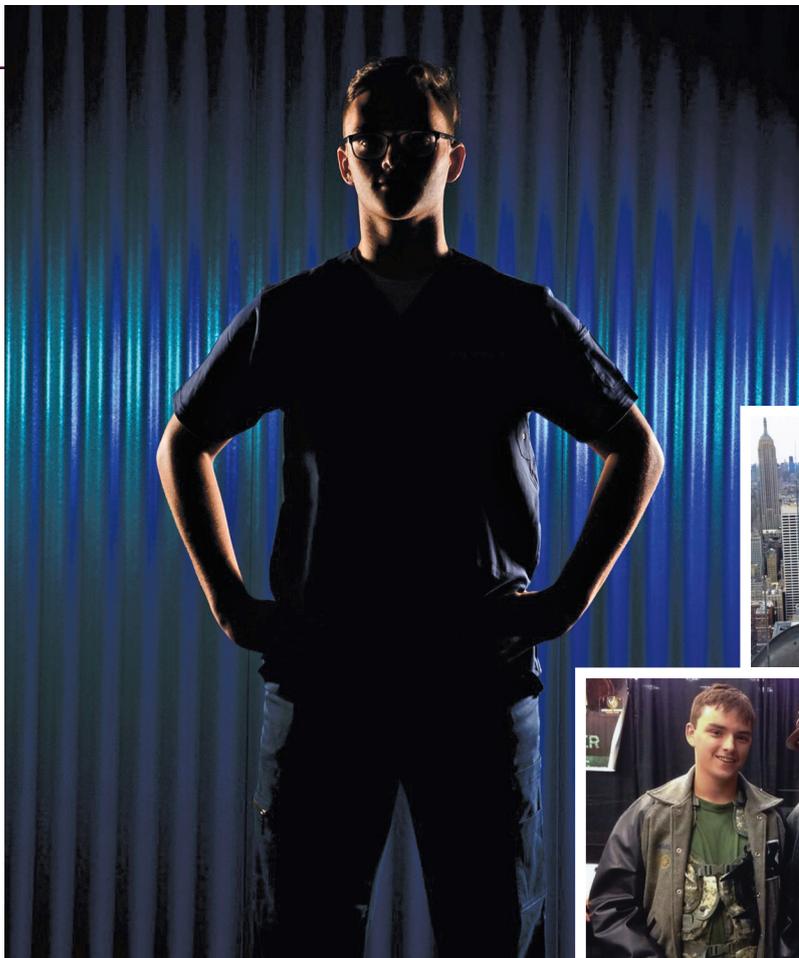
Enclosed is a senior ad form with the corresponding prices for each ad size by date.

Some examples of sizes and ads are included below and on the next page.

Thanks and we hope to hear from you soon.

Hendrickson High School
Yearbook Staff
Talon 2018-2019

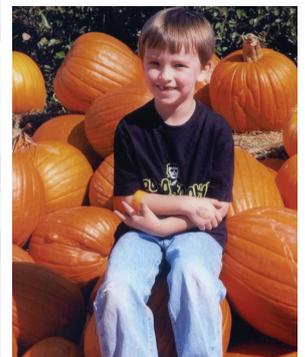
ad example: 1/2 page



William BECKER

William,
It has been an absolute joy to watch you grow into the amazing young man that you are. Pride is not the word we are looking for, there's so much more to it than that. You have outshone our expectations and we cannot wait to see what you will accomplish in the years to come. As you continue your journey, remember the

wise words of Obi-Wan Kenobi, "Who's the more foolish? The fool, or the fool who follows him?" So say we all, Mom and Dad



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Senior's name _____

Page # _____

Parent's name _____

Date turned in _____

Address _____

Home Phone _____ Cell Phone _____

Buyer's e-mail address _____

You must provide an e-mail address to see a finished version of the ad. Senior ads will be sent as PDFs to verify text and check for mistakes.

Ad size _____ Down payment _____ Owe _____

Must be half the ad cost

Ad price _____ Cash Check Check # _____

Final payment _____

Must be paid by January 19

Cash Check Check # _____

(Please make checks out to Hendrickson High School or HHS)

sizes & prices

The earlier you buy your ad, the cheaper it is.

Ad size in inches
(width x height)

Ad price if purchased by

of pics # words
(max. allowed) (max. allowed)

Sept. 14 Oct. 12 Nov. 9 Dec. 14 Jan. 18

Ad size in inches (width x height)	Sept. 14	Oct. 12	Nov. 9	Dec. 14	Jan. 18	# of pics (max. allowed)	# words (max. allowed)
1 block (2.6 x 3.3)	\$40	\$50	\$60	\$70	\$80	1	20
2 blocks (5.4 x 3.3)	\$65	\$85	\$90	\$115	\$130	2	40
1/4 page (5 x 4)	\$85	\$100	\$135	\$155	\$170	3	50
1/3 page (8 x 3.3)	\$100	\$125	\$150	\$175	\$200	4	75
1/2 page (8 x 5)	\$150	\$185	\$225	\$265	\$300	6	125
2/3 page (8 x 7)	\$200	\$250	\$300	\$350	\$400	8	150
Full page (8 x 10)	\$300	\$375	\$450	\$525	\$600	10	175

friend & group ads

Because of space considerations, please note the limit on people that can be featured in one senior ad.

1 & 2 blocks, 1/4 page - 2 people maximum 1/2 page - 7 people maximum
1/3 page - 5 people maximum 2/3 page, Full page - No limit

FAQs

Do I have to pay for the senior ad in full?

No. You may give us a down payment. However, you must pay for at least half of the ad up front.

What if I don't have my senior picture yet?

That's fine. Still turn in your ad form, text, and other pictures, and note that a picture is missing. We must receive the picture by Jan. 18 to use it.

Will I get my pictures back?

Yes, if you include a self-addressed, stamped envelope with your pictures. The *Talon* is not responsible for inadequate postage.

What if my pictures are not the size I want them to be in the ad?

Don't worry. Our staff will scan in all the photos and re size them to the size they are needed for the ad.

What if I want to submit digital pictures?

That's no problem. But all images need to be JPEGs and the photos should be at least 200 dpi and bigger than 4 inches. (If they are 72 dpi, the picture needs to be at least 5 x 7)

Are there any refunds?

There are no refunds or cancellations on senior ads. If you have paid for half the ad and change your mind, you will still be required to pay for the rest of the ad.

When do I have to pay for the entire ad?

By Jan. 18 students who have not paid for their ads in full by Jan. 18 will be placed on the obligation list.

Will I see my ad?

If you provide your e-mail address, we will send you a PDF version of your ad. Any changes required must be requested within 2 days.

What if I don't like the ad design?

Reviewing the ad is only for the purpose of checking for textual mistakes and missing photos. All ads are designed to follow yearbook design standards and to coincide with the rest of the book's design. You may request to change which photo is used as the dominant image, but changes in the design of the ad will not be made.

Do I need to pick a dominant photo?

It does help us if you select one photo that you would like to run larger than the other ones.

ad policy

•The *Talon* editorial board reserves the right to reject any advertising that displays poor taste, libel, or an invasion of privacy.

•No collages or cutout pictures will be accepted.

•Photos containing obscene gestures, nudity, kissing, drinking, or bathing suits will not be accepted. All pictures must be dress code appropriate according to PfISD rules.

•Parents who are concerned about receiving their pictures back should turn in duplicate images or digital images.

•There are no refunds or cancellations on senior ads. Once a down payment is made, the person is committed to paying for the entire ad. Students who have not paid for their senior ads by Jan. 18 will be placed on the obligation list.

•Because there are no cancellations, it is recommended that couples do not buy ads together.

•Please do not submit ads already designed on a disk.

•The *Talon* staff reserves the right to design all ads to fit the theme and design of the 2018-19 yearbook.

•For other questions, contact Mrs. Riemer in E211.

ad information

Number of pictures _____

Photo prefer to run largest _____

(Describe one photo you would like to run as the dominant, the photo that will run biggest on the ad.)

Write your message below

(WORD LIMIT: Full page - 175 words or less; 2/3 page - 150 words or less; 1/2 page - 125 words or less; 1/3 page - 75 words or less; 1/4 page - 50 words or less; 2 blocks - 40 words or less; 1 block - 20 words or less.)

senior portrait info

To be in the class section of the yearbook, seniors need to take their senior portrait with **Prestige Portraits** before Nov. 5.

Photos taken with other studios or photographers **WILL NOT** be used in the student section of yearbook.

DO I HAVE TO BUY THE PHOTOS?

No, there is no obligation to purchase any photos. You will be sent proofs in the mail and will be charged a fee if you do not return them.

DO I PICK MY PICTURE?

The studio will select an image for the yearbook, but you may choose a different one. However, it must be a **vertical environmental shot**. Please indicate the change when you would return the proofs.

WHEN IS THE MAKEUP DAY?

The makeup day will be on October 3 & 4 for those who missed their session with Prestige Portraits.

If you would like retakes for any other reason, contact Mrs. Riemer in the journalism room, E211.

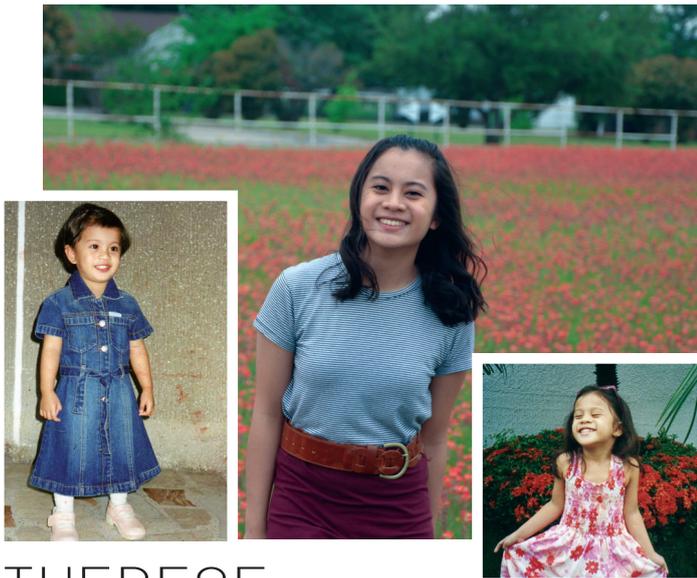
Prestige Portraits

1320 Arrow Point Dr
#304
Cedar Park, TX 78613
512.251.5558

www.prestigepor-
traits.com
www.prestigeaustin.
com
www.facebook.com/
prestigeportraits

Talon
yearbook
office: E211

ad example: 1/4 page



THERESE *Espiritu*

Congratulations!
We are so proud of you. May you continue to spread your wings and chase your dreams as you follow your passion. We thank God for guiding you in all of your endeavors.
We love you very much,
Daddy Ed and Mommy Ester

order a book

Don't forget to order your yearbook.
Go to: smart-pay.com



TOBIAS HARRIS

Tobias,
We all love you so much and we couldn't imagine our world without you! Continue to strive for greatness!!
Love,
Dad, Mom, Shaun, and Oct

ad example: 1/3 page 2 blocks + 1 block = 1/3 page



KLAIRE TORREZ

KB,
Since the day you were born you have brought sunshine and laughter into our lives. We are so proud of the young woman you have become and are beyond excited to see all that your future holds. We love you!
Daddy, Momma, Max, Braden, Nikki, and DK (Pepper and Bane, too)
She is clothed with strength and dignity, and she laughs without fear of the future.
Proverbs 31:25