

Senior Tribute Ad Information for the 2021 North Forney High School *Talon* Yearbook

DEADLINE NOVEMBER 20 DEADLINE NOVEMBER 20 DEADLINE NOVEMBER 20

Senior Tribute Ads give family members, fine arts groups, sports teams, and clubs (boosters/coaches/directors) the opportunity to tell their graduate(s) congratulations and to show how proud of them they are in a special way. Look at prior yearbooks to see samples of these ads and actual sizes to help in your ad creation.

CREATE YOUR SENIOR TRIBUTE AD THROUGH JOSTENS RIGHT NOW!

Ad Sizes & Costs: PAY ONLINE AT www.jostens.com/yearbookads. Do not send money to school.

1/4 page: \$60.00

1/2 page: \$120.00

Full page: \$200.00

STEP 1: Create your account and agree to the Jostens Terms of Use. Read the school's directions on page 2.

STEP 2: Select ad size & layout. Ads are saved so you can come back and work later.

STEP 3: Create an ad by uploading photos & entering your text; play with it & change it as much as you want!

Follow the photo & text guidelines on page 2 to make sure your ad will be approved for publication.

STEP 4: Pay for your ad (CC, eCheck, or Jostens Payment Plan) and submit when it is complete.

Your ad must be completed, paid, and submitted to Jostens BEFORE the Nov. 20 DEADLINE. Ads started but not paid/submitted will NOT be available for us to print in the yearbook and cannot be submitted late.

The NFHS official senior photography vendor is Legacy Studios

Senior Portraits: Please make sure to have your senior portraits taken and have time to order your photos if you plan to include them in your Senior Tribute Ad. A variety of package options are available through Legacy Studios. There is no charge for a yearbook pose sitting. Your yearbook pose selection is made at the time of the sitting when you see your proofs which you will take home for ordering photos. Caps and gowns are provided for your photos.

Photos for the senior section of the yearbook in cap & gown must be taken by Legacy Studios during the designated senior photo days in October.

Any questions about Senior Tribute Ad creation/payment will be handled by Jostens Customer Service at (800) 358-0800 (Mon-Fri).

Please direct questions about Senior Tribute Ads (content or guidelines) to the yearbook adviser, Alexa Pace, at: akpace@forneyisd.net.

Senior photo days take place in October.



Customer Service:
1-800-348-4360

Email: DFWcustomer@legacystudios.com

NOTICE: Specialty, custom-made Senior Tribute Ads created by the *Talon* staff are available at an additional cost. A design consultation may be required with the *Talon* design team and adviser. Please contact the adviser, Alexa Pace (akpace@forneyisd.net), for additional information or to schedule a design consultation.

**The 2021 Senior Tribute Ad deadline is FRIDAY, NOVEMBER 20
Create it & pay online at www.jostens.com/yearbookads**

YEARBOOK ORDER - Take care of this now! Purchasing a senior ad does not provide a yearbook purchase. Order your *Talon* Yearbook at www.jostensyearbooks.com.

NFHS Senior Tribute Ads Photo and Text Guidelines - DEADLINE IS NOV. 20

Create your Senior Tribute Ad at: www.jostens.com/yearbookads NOW

Create your ad using Jostens templates (or use a single photo layout for a custom Photoshop ad). Templates cannot be adjusted, but you may change layouts & sizes as much as you want prior to paying for your ad.

Photo Guidelines & Tips:

- All photos must be in a .jpg digital format on your computer to upload them into the ad template.
- Professional senior photographers or ad creators MUST send you a high resolution .jpg file with NO copyright logo/ stamp. Using a photo taken by a photography professional indicates that you have purchased and have permission to use that photo in your yearbook ad. **Photos or custom ads with a photographer's logo are not permitted and will not be accepted for publication.**
- Photos taken from Internet sites (Shutterfly, Instagram, etc.) and cell phone screenshots may NOT have enough resolution and may not be yours to legally submit. Get original images! Poor quality images will not look good in your ad.
- Photos must meet legal decency publication standards. If you can't wear the outfit to school or prom, don't use the photo in your ad. This applies to photos at any age; no naked baby or toddler photos.
- No clip art or graphics may be used in senior ads. You may add a background to your ad, but remember you want everyone to see the PHOTOS and be able to read the words!
- If non-family members are in the photo, please make sure you have permission to use their image since the ad will be published. If they are minors, then their parents must give permission to you for their use. **Use of photos with non-family members indicates that you have that permission and accept responsibility for submitting the photo.**
- Select tall photos for tall spaces and wide photos for wide spaces based on your layout choice. You may crop it in the layout frame with easy Jostens tools.
- A large photo can fit a small frame, but not the other way around. For example, a small wallet photo will not fit a half page photo frame, but an 8x10 photo will fit a small 2x3 frame shape.
- No one will retouch or correct your photos. Please fix red eye and remove date stamps before placing your photos.
- If you make or have a custom ad made in Photoshop, place the final .jpg file (not PDF) in a single photo layout.

Text Guidelines & Tips:

- **Name Text** : You may choose the font for the student's name from those available. We reserve the right to change the name font **size** based on the ads on the page and to improve spacing in the layout. All names will be in black.
- **Message Text**: We will adjust ALL message fonts to match one standard font used in the book. Please do not type your message larger than size 12 or smaller than size 8 font. You are limited to the available text space in your selected ad template. We follow journalistic AP Style for grammar/spelling and text may be adjusted to reflect those standards.
- **Please PROOFREAD your text carefully.** We have no way of knowing if names are misspelled, and we are not responsible for text errors that you type. There is a spell check button, but it will not recognize all name spellings.
- Please write an original personal message for your child! **No copyrighted text will be reproduced in Senior Tribute Ads due to copyright laws since we print and sell our yearbook. This includes portions of song, book, movie, or poem lyrics as well as quotations from famous people, living or dead. Citing the source does not allow publication rights.** Inspirational passages from any Holy Book are acceptable with the verse/source credit information. We will run any questionable text through a Google search to determine origin. **If you have questions about text choices, please email the adviser PRIOR to submitting your ad.**

The Editorial Board reserves the right to request that photos or text be changed if it does not meet community standards, NFHS guidelines, decency laws, and/or other publication laws. No copyrighted text or images will be included to comply with commercial copyright laws since we print and sell our yearbook. These decisions will be made by the adviser & Editorial Board once ads are received since we cannot see them until you pay/submit. You will be notified by email if any changes are needed and what the options are for correcting the ad. Ads that are not corrected by our deadlines will have that material removed and the ad adjusted by the staff.

Parent Agreement: By creating & submitting your ad through Jostens Ad Services, you confirm that you own the photos used and have permission from any people in the photos to reprint their images in your ad. You also followed all NFHS Senior Tribute Ad guidelines, understand about the copyright restrictions, and your message text is original. You acknowledge that you have proofread your ad carefully and understand that the yearbook staff is not responsible for any text errors in the ad message. All Jostens Terms of Use apply as well. You will not receive a proof for this ad, so once you submit the ad, your access to it is complete.