

Senior Ad Contract

**THE
BUCCANEER**

University School's Yearbook-2020-2021 Edition
68 Martha Culp Ave.
Johnson City, TN 37614
423-439-4333

**DEADLINE FOR SUBMISSION
FRIDAY, FEBRUARY 26, 2021**

Student's Name as you would like it to appear in ad: _____

Buyer's Name: _____ Buyer's phone #: _____

Buyer's Mailing Address: _____

Buyer's Email Address: _____

Number of Pictures Submitted (7-20): _____ Color Scheme Requested: _____

Please circle the add size you are choosing

Ad Sizes: one-fourth page: \$25 one half page: \$50 full page: \$100

ADVERTISING POLICY

1. Every effort is made to return photos as they were given.
2. Lightly write the student's full name and ad size on the back of each photo.
3. Because of copyright law, we cannot use logos, college symbols, and anything else protected by law.
4. Be very careful with boyfriend/girlfriend ads. A lot can happen between now and May. A senior ad should be part of a happy celebration, not a reminder of a broken heart.
5. If you want to use a photo of a deceased loved one, please ask your senior. It is very emotional for them to open their yearbook and see loved ones they know are not there to share their joy.
6. Print or type your message. Be very careful with spelling. **Student's first and last name must appear.**
7. Understand that this is a student-produced publication. Sometimes we make mistakes, misplace things, or are confused. We strive to create perfect ads, but sometimes we need to ask you for a little extra help!

Buyer's Signature _____ **Date** _____

Write your copy here (or attach it):

Dear Seniors and Families,

The University School Yearbook Staff is preparing for the 2020/2021 yearbook. If you or a parent would like to purchase a **Senior Ad**, you can do so now. This is a chance to congratulate the seniors; if you are not familiar with the tradition of Senior Ads, you need only look as far as any Buccaneer yearbook.

A journalism student will create your ad, then we will allow you a chance to proof it and make any changes you wish. On your contract, you may **indicate a color scheme** for the ad, and we will try to incorporate it. You may **submit anywhere from 7 to 20 pictures** but be mindful that we are not always able to fit them all on a page. You may also create your own senior's ad. It must be in a jpeg format (at least a 300 resolution) or a pdf.

If you are interested in purchasing space in this year's yearbook, please complete the attached contract as well as submit payment, pictures, and a message by **February 26, 2021**. After that date, **we will not accept** any more senior ads.

The staff is looking forward to working with you and creating wonderful ads for you to enjoy! If you have any questions or problems, please let us know! My email address is hammondse@etsu.edu and the school's phone number is 423.439.4333

Sincerely,

Evelyn Hammonds
Yearbook Advisor