

Senior Ad -- Frequently Asked Questions

Why do senior ads need to be turned in so early?

Our yearbook plant sets the deadlines—we do not arbitrarily select this date. We need to tell them how many pages will be purchased and how many of those are color versus black and white. The senior ad section is the single largest section of our book. This means that half of the book is based on your order forms. We must know those numbers in mid-October.

When will my pictures be returned?

All pictures will be returned in June. **Please write your child's name** on the back of each picture and piece of artwork. On yearbook distribution day we will set up a table to return all photos. Please note: if you absolutely cannot live without a picture, please make a high quality color copy and submit that instead, though actual pictures come out better in the yearbook. **It is the seniors' responsibility to pick up their photos on yearbook distribution day; we will not hold photos past the following September.**

Do I need to reduce or enlarge the pictures I'm giving you?

No, we will do that for you with our publishing software.

How many pictures should I put in the ad?

There is a 4 picture limit. Remember that the more pictures you have, the smaller they will appear in the book, especially when you add text. When choosing pictures and considering a rough layout, please consider the orientation of each photo, i.e. horizontal or vertical.

I want to create the ad myself on the computer. How can I give it to you electronically?

Please submit your ad, fully designed as you want it to appear in the yearbook, on a CD or flashdrive and include it in the envelope with TWO hard copy printouts—one that will remain with us and one that will be sent to the plant. These copies will let us know what the ad looks like. We use Adobe InDesign on PCs at school; however, you may also use a Mac for your layout. Our publishing plant has several design programs including Quark and Photoshop, but does NOT use Microsoft Publisher. Important: Be sure your file or pictures are saved in **tif** or **jpg** format and at **300 dpi or higher**. Make sure that you size your ad appropriately—1/2 page ads are 47 picas x 27.5 picas, the unit of measurement used in printing. Ads that are not sized appropriately will be re-sized to fit the page, which could result in your ad being significantly smaller than the other ads on the page.

What types of pictures do you accept?

All pictures must be in print or digital format. We cannot use slides.

I don't know anything about layout. Can I just give you the pictures?

Sure! Drop everything you want us to use in an envelope and our trained staff members will do the rest. If you have ideas or a particular order to the pictures you want us to use, please sketch those out for us on the back of the ad order form. If you would like guidance, you can come by our yearbook class in Room 102 during any 5th period before the ad deadline, and someone will help you. Please do not hesitate to ask questions at the beginning of this process. It will save time and trouble later on.

Do I have to make my color pictures black and white?

No, color pictures can be used in a black and white ad.

Can I use a piece of artwork in the ad?

Due to copyright laws, only original artwork can be reprinted. In the past, people have tried to use an image from a greeting card or sticker only to have the plant refuse to print it. Copyrighted materials include pictures of trademark items, logos, and characters (e.g. Nike symbol, famous art, Mickey Mouse).

I'm still waiting for senior pictures to come in and use in the ad. What do I do?

Get pictures taken early enough for them to come back in time to make the ad deadline. After that, you can contact the photography studio and ask them for a proof copy that you can submit. They will charge you for the proof copy. Another suggestion is to simply use a different photograph from home, keeping in mind that the senior picture will already be in the senior section of the book.

After I submit my ad, can I substitute a picture at a later date?

No, we have offered this option in the past, but it has proven problematic. You must submit the pictures that will appear in the ad when the ad is turned in.

What name should I have you put on my child's ad?

Everyone has different preferences. A majority of the parents ask for the first and last names only. Some parents include a middle name. It is your decision if you want us to use the legal, formal name or the shortened, commonly used name (e.g. Theodore Brown vs. Ted Brown). To optimize the space you have for pictures and text, do not put your child's name in large letters at the top of the ad—we will place names outside of the space allotted to you. Look through a recent TPHS yearbook to see how it appears.

Can I purchase an ad for a group of people?

Yes, but **we will bill only one person, the person whose name appears on the order form.** For example, John Doe can have a senior ad with pictures of friends and activities, but we will only bill John Doe's parent for the ad if he or she is the one whose name appears on the "person responsible for billing" line on the order form. That person will be responsible for collecting any payment that may be split among other parties. Twins/Siblings graduating in the same class can have both names appear on the same ad, of course.

Can I see a proof of my ad?

We will email you when your proof arrives so that you can view it and let us know if any changes need to be made. Please note: changes can only be made to the written copy on proofs. If you see the proof and change your mind about a picture, there will be a **\$75 plant charge** for exchanging it for another picture. The ads are submitted to the plant in batches, and the proofs are returned in batches. The plant gives us approximately 48 hours of turnaround time to get the corrected proofs back to them. We will do our best to give you the maximum time possible to view your ad, but it is imperative that you view and correct your ad as soon as you receive the notification email from us. If you are unavailable when your proof arrives, you may not be able to view it before it is due back to the plant. We apologize in advance for this, but we have deadlines to meet to insure that the book is ready by the end of the year.

What forms of payment do you accept?

We will take cash and personal checks or money orders made out to "TPHS Yearbook." You may also use the online Webstore link at www.tphs.net: go to the Students Page. At the top of the page it says "**Visit the Web Store to purchase tickets and more!**" Then just follow directions on the page to pay for the ad. **If writing a check, please write your student's name and school id number on the memo line to help us credit your account properly.**

How do I submit the ad?

When you have collected your pictures and written your text, place them in an envelope with your check and order form. Either mail it to Mia Boardman Smith TPHS Yearbook Senior Ads, 3710 Del Mar Heights Rd., San Diego, CA 92130 **OR** drop it off at Room 102 **OR** ask the secretary in the Administration building to place it in Mia Smith's mailbox. If you pay through the Webstore or send pictures via email, remember that **you still must submit an order form with deposit.**