

Senior Congratulatory Ad Prices & Specifications

Deadline: January 10, 2020

Dear Parents, Guardians and Friends of the Class of 2020:

Congratulations on your senior! Graduation marks a very special hallmark. One very special way to commemorate this special event is by placing a "senior ad" in the 2020 Odyssey Yearbook.

What is a senior ad? The trend has been to honor your senior by using a combination of: his or her baby photo, a recent photo, or a family photo, a blessing, a biblical passage, artwork, poetry, or text with your message, and/or recognition of your student's special achievement.

Why Purchase a senior ad? This is your chance to capture a special time and send off your senior with some fanfare. Annually, the Odyssey yearbook offers special prices on personal ads (see price list below) to the family and friends of seniors. This gives you the chance to say "congratulations," "thanks for being my friend/daughter/son," "we love you," etc. We will print your message accompanied by submitted photo(s). Several examples are enclosed.

What Do senior ads Look Like? Please see ad specifications below. Please see examples of ads at wshyearbook.weebly.com. A sample page grid is attached. Please draw your message in your choice of blocks on the back. We cannot guarantee a certain position on a page.

We Do Ask: Please do not submit nude baby photos. Each student's name will be printed in the ads, so please ensure that the information below is filled out accurately.

I'd Like to Purchase One...What Do I Do Now? Please send (1) the photos you'd like used, (2) your message (can be typed up in an email to wshyearbook@tcapsstudent.net), (3) the bottom half of this page (the form below), and (4) cash or a check payable to TCAPS. If you have any questions after you have carefully read this, please email wshyearbook@tcapsstudent.net with any questions. We will ensure that only trained staff help with your ad layout to guarantee accuracy and quality.

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Senior Ad Prices: I would like to purchase a (please check one) :

1 block (1 photo) for \$30

2 block (max 2 photos) for \$50

quarter page for \$80

half page for \$140

full page for \$250

_____ Student Name

_____ Your Name and your phone # Enclosed is a check for \$

_____ made out to TCAPS and everything needed to create the ad.

I will email the photos and text copy. I have included the scanned photos and text copy.

Send/Return to:

WSH-Odyssey Yearbook c/o Melissa Clone

5376 N. Long Lake Rd.

Traverse City, MI 49685

Photo Format: We accept digital files only, so please get all hard copies scanned. We do not want custody of your precious hard copy photos. Wal-Mart, Meijer, Walgreens and other photo and drug stores offer scanning service for a nominal fee. Since photos submitted to us are digital, we do not return them once they're received.

Photo Submission: Email your student's ad photos to wshyearbook@tcapsstudent.net

ALL photos NEED to be submitted in .JPG format. ***Please title each photo and send as an attachment in your email as Lastname, FirstName.jpg.

Photo Editing: Students and our software crop, enlarge, or reduce the original size of the photo you give us. Just ensure the photo is big enough (or good enough quality) that it will not be pixelated if enlarged. Senior ads are printed in COLOR beginning in 2018.

Size of Ad: The exact dimensions and price for each size are listed below.

Blocks (see attachment)	Equivalent	Picas (Size)	Inches (Size)	Price
1	1/16 page	11 x 14	.833 x 2.333	\$30
2	1/8 page	23 x 14	3.833 x 2.333	\$50
4	¼ page	23 x 29	3.833 x 4.833	\$80
8	½ page	47 x 29	7.833 x 4.833	\$140
16	Full page	47 x 59	7.833 x 9.833	\$250

Your Message: Speak from your heart. The “occasion” of your child launching and becoming an adult is profound. Please keep the size of your message in proportion to the size of the ad you choose to purchase (if it is too long, we will have to edit it down to fit in the size block you purchased). Feel free to include a special quote or inside joke, but remember that the entire school and much of the community will read this message.

Layout/Appearance of Ad: The Odyssey yearbook staffers are trained in layout and will design your ad for you. Please take a moment to peruse samples from previous years on our website wshyearbooks.weebly.com; this will help determine the “feel” of senior ads and their purpose. The smaller the ad, the smaller the photos and the less text you should use. The less photos you use means the larger each photo will be displayed. Your student’s full name is automatically placed on each ad, so don’t feel that you need to include it.

Ad size guidelines in proportion to photos and text below:

1. 1 block (1 photo, which will be downsized; very little text)
2. 2 block (2 photos max, which will be small; short message)
3. Quarter page (3 photos max; 2 photos can be larger; medium length message)
4. Half page (3-5 photos; longer message)
5. Full page (6-10, depending on size and cropping and amount of text)

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sabrina eisner



SABRINA,

Always smile and never settle.
Remember you may have to
support us someday.
Love you always, Your Family

kalyn peterson



KALYN,

You can thank us for the years of TC
West Bleacher Creatures Training.

Keep having fun!
Love, Justin & Josh

KALYN,

You were so ready for
Kindergarten!! Watching you
grow has brought much joy!
You are the Best Daughter
Ever! We are so proud of
you! Have Fun & Be Happy!!
Love, Mom & Dave



GABRIELLE PROVOST



Dear Gabby,

Be bold enough to use your voice, brave enough to listen to your heart, and
strong enough to live the life you've always imagined.

Love you with all my heart! XOXO Mom

GLEN STEVENS



Will,

You are an amazing young man with such a big heart, captivating smile, and an awesome sense of humor.
Stay strong, believe you can, be humble, and never give up! Joshua 1:9...Be strong and courageous. Do not be
terrified; do not be discouraged, for the Lord your God will be with you everywhere you go.

We are so very proud of you!

Love,
Mom, Dad, Gabe, Rachel, Tim, and Sydney