

Guidelines for Senior Ads

1. All materials—photos, text, and a “map” to their placement—are due within two weeks of the time of payment, no exceptions. If you turn in the materials after a payment deadline, your amount due will go up.
2. Because copyright law applies to type fonts, all text must be re-set by the yearbook class.
3. We cannot publish copyrighted or trademarked materials without a release: commercial photos (including “Star Shots”), anything with brand names, images of celebrities, etc. Bring us a copy of the release letter or contract with your materials.
4. No photo may show brands or use of tobacco, alcohol, or drugs nor may they be sexually explicit, obscene, or profane.
5. No photo may display hand signs of any type nor clothing that does not meet AUSD dress code regulations.

Some Helpful Tips

- ◆ We have many professionally designed ad templates. Choose one (in room 11), and we’ll give you a copy to work with.
- ◆ Although you may design the page as you wish, the best design is 1 large, central photo of the graduate with 5 to 7 smaller ones in which the face(s) are identifiable. White space is desirable; besides leaving room for autographs, it highlights your photos.
- ◆ We may use photos you purchase from the school’s photographer. Go to your summer photo sitting appointment if you want to take advantage of the best prices for ads.
- ◆ Photos from camera phones, websites, or photocopies are not of publication quality.
- ◆ We will scan paper photos for you.

Again, the price of the ad is determined by the date we receive all of the following: the payment, text, photos, and a “map” to where you would like the items placed. Make certain your materials arrive within 2 weeks of your payment date. There will be no exceptions to this policy.