



# Olathe East Yearbook Senior Ad Information

The Aurora Yearbook | Adviser: Lindsey Skaggs  
14545 W 127th St, Olathe, KS 66062 | (913) 780-7120 | ldsdaggs@olatheschools.org

## Dear Senior Parents & Guardians,

Your child's senior year is finally here. Honor your student's hard work by purchasing a full-color senior ad in the Aurora yearbook. Senior ads are a way of recognizing the memories and achievements of your child this far as well as the hopes you have for your child's future. This flyer is full of information to help you gather materials for your student's senior ad, but be sure to check past yearbooks for ideas!

## Layout & Sizing

<b>1/8 page</b> 4" x 2.5" Word Limit: 35 Photo Limit: 1	<b>1/4 page</b> 4" x 5" Word Limit: 60 Photo Limit: 4	<b>Full page</b> 8" x 10" Word Limit: 300 Photo Limit: 10 (exception made for group ads)
<b>1/2 page</b> 8" x 5" Word Limit: 150 Photo Limit: 6		

Submit Your Order At  
[tinyurl.com/OESENIORADS](http://tinyurl.com/OESENIORADS)

## Early Bird Deadline

**Submitted by Dec 15**

1/8 pg	\$75
1/4 pg	\$125
1/2 pg	\$175
1 pg	\$250

## Final Deadline

**Submitted by Feb 2**

1/8 pg	\$100
1/4 pg	\$150
1/2 pg	\$200
1 pg	\$300

\*Only ads with all materials (form, text, photos, payment) submitted by the dates above are considered eligible for that deadline's pricing. Make sure you select a deadline that will enable you to submit ALL aspects of the ad on time. Due to printing deadlines we are unable to accept ads after February 2 without adviser approval. Ads requested after this date will be subject to a \$25 late fee and will only be accepted if space and time allow.

### BENTWOOD BLUEJAYS

We've known since you were Bluejays that this group would do great things. Make us proud Bluejays/Hawks!

We love you!  
Bentwood Senior Moms

Please see the reverse for answers to many frequently asked questions.



# Olathe East Yearbook Senior Ad FAQs

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## General Questions

### **CAN WE GET MORE THAN ONE AD FOR OUR STUDENT?**

No. Unfortunately, our publishing deadlines are strict. You must turn in EVERY item of your senior ad by Dec. 15 at 3:30 p.m. for the early-bird discount. The same is true of the Feb. 2 deadline — to secure an ad, you must turn in all items for the ad in time. No exceptions.

### **CAN WE GET MORE THAN ONE AD FOR OUR STUDENT?**

Yes. If you plan to order multiple ads, you will need to submit multiple forms.

### **CAN AN AD FEATURE MORE THAN ONE STUDENT?**

Yes. Purchase one ad (any size you want), and they will share the ad size. In the past, ads have featured siblings, cousins, best friends, as well as senior members of sports teams or clubs.

### **WHO WILL DESIGN MY STUDENT'S SENIOR AD?**

Yearbook students will design each senior ad.

### **WILL I HAVE THE CHANCE TO PROOFREAD THE AD AFTER IT HAS BEEN DESIGNED?**

Yes. We'll contact you at the email address you provide on the submission form once the ad is designed. Once we send the email, you have one week to proof the ad. Deadlines prohibit us from redesigning ads, but we will gladly correct spelling, check pictures and fix omissions. You may email us back with any corrections. There'll be no reproofs.

### **IF WE WANT THIS TO BE A SECRET FOR OUR SENIOR, WILL YOU MAKE SURE THEY DON'T FIND OUT ABOUT IT?**

We do our best to ensure your senior does not see the ad until yearbook distribution day, but we sometimes make mistakes.

### **WHAT IF THE YEARBOOK STAFF MAKES AN ERROR?**

While yearbook staff members make every effort to place your ad without omissions or errors, our liability is limited only to the cost of the ad. We cannot refund money for ads removed by the purchaser for any reason. Purchasing an ad in the OE yearbook constitutes agreement with these terms.

## Content Questions

### **CAN WE SEND FEWER PHOTOS OR FEWER WORDS THAN THE LIMIT?**

The Aurora staff reserves the right to edit design and content to fit our style guidelines. Additionally the staff reserves the right to edit all content for grammar, punctuation and spelling. Photos will be touched up in order to meet reproduction standards. We will design and edit the ads for consistency and clarity.

### **WHAT GUIDELINES SHOULD AD CONTENTS FOLLOW?**

When writing your message and choosing pictures for your student's ad, please respect the school's policies. The Aurora reserves the right to deny senior ad materials that include inappropriate content (ex. obscenity, libelous material, nudity or promotes tobacco, alcohol or other products and services that are illegal for the majority of students) or violates copyright.

### **CAN WE SEND FEWER PHOTOS OR FEWER WORDS THAN THE LIMIT?**

You may send as many words or pictures as you want as long as you don't go over the limit. The submission form will not allow you to exceed the specified word or photo limit.

### **CAN WE SEND MORE WORDS AND LESS PHOTOS, OR VICE VERSA?**

No. Our word and picture limits are strict to help ensure the most attractive ad possible.

### **CAN WE SUBMIT QUOTES OR SONG LYRICS?**

You may only use up to four lines of a song to avoid a copyright violation. You may use short quotes. The sources should be cited.

### **CAN WE SUBMIT COPYRIGHTED IMAGES?**

Copyrighted images are not allowed to be reproduced in the yearbook and will be rejected with out proper documentation. Please contact professional photographers to have them remove any logos from images before submitting them for the ad OR obtain and submit a copyright release.

### **CAN PHOTOS HAVE TEXT ON THEM?**

It may distract from the ad's overall aesthetic.

## Submission Questions

### **HOW DO WE PAY FOR THE AD?**

Go to <https://ks-olathe.intouchrecepting.com>. Log in using your ParentVUE information and select Yearbook ads. Additional info is available on the submission site

### **WHAT IF WE CAN'T PAY WITH A CARD?**

You may pay with cash, check or money order with the bookkeeper in the front office with Mrs. Skaggs in Room 612. You will still be able to get a receipt number to use on online submission form.

### **HOW SHOULD WE SEND OUR MESSAGE?**

Submit messages at [tinyurl.com/OESENORADS](http://tinyurl.com/OESENORADS). Include a signature (Love, Mom and Dad). The form won't allow you to exceed the maximum word count.

### **HOW DO WE SUBMIT DIGITAL PHOTOS?**

Digital photos must be uploaded to the form as a JPG and may not exceed 25MB. Do not submit screenshots or pictures of photos from your phone — they will not print well.

### **WHAT IF OUR PHOTOGRAPHER WANTS TO EMAIL THE PHOTOS?**

Send them to [oeaurorayrbk@gmail.com](mailto:oeaurorayrbk@gmail.com).

### **CAN WE SUBMIT HARD COPY PHOTOS?**

You should make every possible effort to scan your own photos. If you must submit hard copy images, you will need to provide us a properly sized self-addressed envelope with the necessary postage on it for photos to be returned in May. If this isn't provided, photos will not be returned.

### **HOW DO WE KNOW YOU'VE RECEIVED ALL OF OUR AD MATERIALS?**

You will receive a copy of your submission immediately. Please check your spam folder if you don't see it. You'll also receive an email from us once we have all of your ad contents saved with no issues — including any photos coming directly from a professional photographer.