

2018-2019 ECHS Senior Ad Form:  
**Full Page: \$300: 12 photos maximum/yearbook included**  
**½ Page: \$220: 7 photos maximum/yearbook included**  
**¼ Page: \$150: 4 photos maximum/yearbook included**

Purchase Deadlines:

Purchase Ad by September 28: Receive a \$25 discount (\$30 down payment required) - at school purchases only, does **not** apply to online purchases

**Final Deadline:** Friday, December 14, 2019: Full Price Applies; \$30 down payment required  
NO ADS WILL BE ACCEPTED AFTER January 11, 2019

**Ordering Information:** Payments may be made in RD1001; **Monthly payments of \$30 are highly recommended with final payment due May 10, 2019** OR Order online at [ybpay.lifetouch.com](http://ybpay.lifetouch.com) using yearbook ID code **3451619**.

PLEASE READ CAREFULLY – Keep a copy of this form for your records!

1. Please do not cut, trim, fold, glue, scrapbook, or tape your photos—they should be in the original rectangular or square shape.
2. **Please write your student’s full name on the back of EACH photo.**
3. Please send all photos, this form (signed), TYPED text, and payment in a plastic bag or envelope. Envelopes available in RD1001.
4. Please do NOT print photos on an inkjet printer or regular copy paper—they’re not high enough quality for publication.
5. Please do NOT send photos taken with a cell phone.
6. Photos may be originals (**although not preferred**), flash drive, or on a CD-ROM (save as .jpg as LARGE AS POSSIBLE) – **do not e-mail photos! (We cannot be responsible for lost photos).**
7. **We CANNOT remove the “proof” watermark from proofs (for copyright reasons) and we DO NOT edit photos.**
8. **ALL MATERIALS MUST BE TURNED IN AT THE SAME TIME (photos, form, text & down payments).**
9. **Photos are scanned by the yearbook staff. If photos are irreplaceable, please send copies, not originals!**
10. ALL PHOTOS WILL BE RETURNED.
11. If MAJOR changes are needed, we will attempt to contact the ad purchaser.
12. **Senior Ad Proofs will be sent as a PDF to parents for approval.** Ads will be approved by parents before publication. If parents do not respond to ad approval requests, ads will be printed as is. No refunds.

SENIOR’S NAME AS IT IS TO APPEAR ON THE AD: _____	
Is the ad a surprise? _____ Yes _____ No	
Method of payment: _____ Check _____ Cash _____ Online (ybpay)	
Ad size: _____ page Number of photos enclosed: _____ **Attach Typed Text	
Purchaser’s name: _____ Relationship to Student _____	
Purchaser’s phone numbers:	
Home _____ Work _____ Cell _____ Fax _____	
Purchaser’s Email Address _____	
Preferred Background Color/Pattern: _____	
I, _____ (PRINT name), understand that the ECHS yearbook is a <u>student-produced publication following industry standards</u> . I understand that the staff will attempt to comply with my preferences but that <u>the staff reserves the right to make all decisions regarding ad design, and that corrections to text may be made for grammatical purposes</u> . I further understand that <u>NO REFUNDS WILL BE ISSUED</u> in the event of an error, but that the staff will make every effort to correct errors with the publisher. THIS FORM MUST BE SIGNED.	
Purchaser’s Signature _____ Date _____	

Thank you for purchasing an ad in the 2018-2019 ECHS yearbook! Please e-mail questions to:  
Pamela Hart-Garcia, ECHS Yearbook Advisor [ech.s.yearbook@cowetaschools.net](mailto:ech.s.yearbook@cowetaschools.net)

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