



# Class of 2017

## Yearbook Information

### SENIOR CUTS

There is a non-refundable fee to substitute a senior cut for the Lifetouch photo in the yearbook. This is due to the extra work and time it takes to remove the streamed photo from the page and insert the senior cut.

A fee of \$15 will be required to replace the Lifetouch school photo with a senior cut.

Senior cut photos for the yearbook must meet the following guidelines:

- 1) Must be a vertical picture - head-to-armpits only.
- 2) All photos must be in color (no sepia or other coloring effects).
- 3) No strapless tops (*Since we only show head-to-armpits, it does not look good*).

Any photo deemed unacceptable will not be used. The Lifetouch photo (school photo) will be used **or** a replacement photo will be requested. **Senior Cut fee is due by October 28<sup>th</sup> / Sr Cuts in digital form must be received by March 1, 2017**

**Mail payment to Ashland Yearbook, 1500 Blazer Blvd. Ashland KY 41102**

**Make payable to: Blazer Yearbook** - make note on memo line - "Senior Cut" (the fee is \$15).

Email senior cuts to: [ashlandyearbook@gmail.com](mailto:ashlandyearbook@gmail.com)

### Senior Ads

*Capture your senior's memories forever...* with a Senior Ad in the 2017 Hi-Life yearbook! Express your love, honor your student's achievements, or wish them good luck! The deadline to reserve your ad space is October 28, 2016. Ad space is limited so once the space is filled ad sales are over.

**Ad sizes and prices:** 1 block equals 2.13" wide by 2.75" high. (\*slightly smaller than a business card)

**Blocks may be purchased in 1 block increments up to 16 blocks which is a full page. Each block is \$20.00, until 10/28.**

2 blocks	\$40	12 blocks	\$240
4 blocks	\$80	16 blocks	\$320
6 blocks	\$120		

### Ad Details

**1. Design** - The Hi-Life Staff will design the ad. The Hi-Life staff reserves all rights to layout design and content, including the selection and editing of photos and text. No private jokes, coded messages or overly revealing pictures will be published.

### 2. Submission of Ad materials

**Digital** - Please submit the images you want in your ad as digital photos. Burn these digital files to a CD or DVD or flash drive in .jpg or .png format at 300 DPI. Do NOT submit original photos or material that you want returned. *Wal-Mart or Office Depot can digitally scan photos for a fee.* \*\*Remember to include a copy of the sentiment you'd like appear in the ad\*\* See photo and text limits on senior ad contract.

### 3. Proofs

We can send you a proof of your ad as a pdf file, if requested. If you wish to see a proof of your ad be sure to include your email address with the request.

### 4. Payment & Mailing Address

**To reserve ad space, deliver an ad contract and a minimum non-refundable 50% deposit by October 28, 2016.** Ad material and any balance due must be received no later than March 1, 2017. **Please make checks payable to- ABHS – Yearbook** and indicate *Senior Ad* in the memo area. **Send payments and all material to:** Ashland Blazer H.S. Attn: Yearbook 1500 Blazer Blvd Ashland, KY 41102.

### Hi-Life Yearbook

The Hi-Life yearbook is a full color, 256 page treasure of the entire school year...*all the way to graduation*. Our book is delivered in August/September. We try to pay for the publication through ad sales but unfortunately that has not been accomplished...yet! As a result, we have a tiered pricing structure to cover the remaining publication costs.

**The Hi-Life Yearbook is \$65.00 until October 28<sup>th</sup>, which is our lowest price of the year.**

### OUR BLITZ SPECIAL!!

Purchase a 16 block ad (full page) for \$320.00 and you will receive a FREE yearbook (\$65), FREE Sr. cut insertion (\$15). That's a \$80 savings!

**The Blitz Special ends Oct 28<sup>th</sup>.**