**Cy Woods Yearbook Senior Ad Order Form and Contract**

# **Fill out the following information (please print clearly) and return to:**

Cy Woods Yearbook Staff, 13550 Woods-Spillane, Cypress, TX 77429

***Payment must accompany order; payment and all materials must be received by November 1, 2021.***

**Student Name:**

**Purchaser’s Name:**

**Senior Ads Sizes and Pricing: (please check desired ad size)**

**Purchaser’s Email:**

**Mailing Address:**

**Purchaser’s Phone number:**

* **This ad is a secret; my senior does not and should not know.**

▢ **FULL PAGE. $300**

**12 photos; 120 words**

▢ **HALF PAGE. $160**

**6 photos; 100 words**

▢ **QUARTER PAGE. $120**

**3 photos; 80 words**

▢ **EIGHTH PAGE. $50**

**1 photo; 60 words**

**I understand that I must provide all senior ad materials (photos and message) by November 1, 2021. Failure to provide all materials may result in a cancellation of this senior ad without a refund.**

**Purchaser’s Signature Date of Purchase**

**PAYMENT MUST ACCOMPANY ORDER. No personal checks will be accepted. Full payment received as:**

* CASH ▢ MONEY ORDER # ▢ CASHIER’S CHECK #

Receipt Number: Ad Sold by:

**Questions? Please Contact:**

**Business Manager**[s cywoodsyearbook@gmail.com](mailto:cywoodsyearbook@gmail.com) or

**Adviser Emily Schulte** at [emily.schulte@cfisd.net](mailto:emily.schulte@cfisd.net)

Please allow one to two days for a response as the yearbook class meets once each weekday, and students may not be able to respond to calls or emails on the first day of contact. Emails are preferable to phone calls and receive a faster response.

**PAYMENTS AND DISCLAIMERS**

# **ALL SALES ARE FINAL. Ads cannot be “pulled” for a refund once payment is received.**

1. Payment must accompany order; ad space cannot be “reserved” without payment by November 1, 2021.
2. Payment and all materials must be received by November 1, 2021.
3. Payment can be delivered in person to Cy Woods High School or mailed to CWHS Yearbook Staff.
4. Acceptable forms of payment are cash, money order, or cashier’s check. Personal checks cannot be accepted.

# **In purchasing this ad, the buyer is aware:**

1. The yearbook (and all content) is a student-created product in an academic production class; errors can and will occur.
2. The administration, faculty, students, staff, publisher and/or photo studio are not liable for errors or missing

information, photos, or materials; photos obtained with permission of the original photographer (photos downloaded from social media websites, etc.) which may violate copyright and fair use laws; copyrighted material used with permission of the original author or creator which may violate copyright and fair use laws.

1. Digital media or technology malfunctions can and will occur, causing lost data.
2. The yearbook staff reserves the right to reject any material considered libelous, copyrighted, or in questionable taste.

# **Photo and Content Requirements**

1. Submission of an original photo image is at the buyer’s risk.
2. All digital or scanned photos must be high resolution of at least 300 dpi, JPEG format, submitted on a non-returnable CD or USB.
3. Photos can be emailed to cywoodsyearbook@gmail.com; however, photos which do not meet resolution requirements will appear blurry and/or pixilated in the yearbook.
4. [Please make sure all emails to cywoodsyearbook@gmail.com](mailto:cywoodsyearbook@gmail.com) contain the student’s name and the words “senior ad” in the subject line so they do not get lost among other emails.
5. The yearbook staff does not accept printed photos; all photos must be scanned and attached to an email or provided on a photo CD or a portable flash/thumb drive. Scanning services are provided at locations like CVS, Walgreens, office supply stores, etc.
6. Photos taken with cell phones may be of a resolution too low to be reprinted in the yearbook. This includes photos of photos.
7. No collage or pre-designed ads will be accepted. Senior ads are judged in state and national yearbook competitions. Design and continuity are important factors, so the yearbook staff will design all ads in a fair and equitable manner.
8. No nude baby photos. No torso nudity at any age, male or female.
9. Photos must be school-appropriate and not include obscene gestures, inappropriate messages in any printed form (t- shirts, etc.), alcoholic beverages, tobacco products, or any illegal activity.
10. Please send good quality photo images. Low res or poor images do not improve in print, not even digital photos. The yearbook staff does not modify, alter, or enhance digital images as part of the design process.
11. The buyer’s message will appear exactly as it is submitted, including spelling and punctuation.

# **Senior Ad Proof Procedures**

1. [The buyer will receive a PDF of the finished senior ad attached to an email sent from cywoodsyearbook@gmail.com.](mailto:cywoodsyearbook@gmail.com)
2. The buyer is invited to make sure all proper names are correctly spelled.
3. The buyer may not make significant changes to any ad content at the proof stage. Photos cannot be swapped out or

written copy changed significantly. This is due to the strict deadline schedule set by our publisher.

1. The buyer must send proof corrections within 72 hours of receiving the senior ad PDF from [cywoodsyearbook@gmail.com.](mailto:cywoodsyearbook@gmail.com)
2. If a buyer does not respond, the yearbook staff will take that as approval of the ad and proceed with publication.
3. The yearbook staff is not responsible for any ad proof emails which end up in junk or spam folders.

# **Copyright Laws**

1. Copyright laws require all quotations to be credited to the original author.
2. A maximum of four lines of copyrighted work (songs, poems, etc.) may be printed. Otherwise, the buyer must obtain

written permission from the author to use the original text.

1. Material written prior to 1920 is exempt from copyright laws and limitations.