
Senior Ads: Parent Pack

2015-2016



MICHAEL MURPHY

Congratulations Michael!

We are so proud of everything you've accomplished. Stay positive and follow your dreams!

We love you!

Mom, Dad, & Scooter

Purchase Deadline: October 30th

Refund Deadline: November 13th

Content Deadline: November 30th

Pricing for Senior Ads: \$200 with ASB Card / \$225 without

Canyon Crest Academy

How to Create Your Senior Ad

STEP 1: Judging by the number and shape of the photos you select, choose one of our ten pre-made layouts or choose to make the whole ad on your own.

If you are designing your own ad, the ad space is 8 1/6 inches wide by 5 inches high or any ratio of that. (Pica Dimensions: 49p0 wide by 30p high, Points or Pixels: 588 by 360). Please make sure to use these dimensions.

STEP 2: Decide if you are going to submit digital or paper images. Please make sure that all digital images are in the **highest resolution available**. Print publications, such as yearbook, require high resolution images.

Do NOT download photos from social media as they are very low resolution and we will NOT use them.

STEP 3: Write out any text that you wish to include in the ad. You may write less than the character count that applies to your ad, but NOT more. If there is no space for text on the template you choose, we cannot include it in the ad.

Note: Character count includes letters, punctuation, and spacing, not individual words.

CHARACTER REQUIREMENTS:

Template 1: 622	Template 6: 458
Template 2: 506	Template 7: 521
Template 3: 554	Template 8: 0 – no text
Template 4: 499	Template 9: 650
Template 5: 647	Template 10: 782

Creating the Ad Yourself:

1. Please email the completed ad to us at ccaseniorads16@gmail.com. We can accept any Adobe format, but we will not be able to use documents created on Pages or PDF documents so please do not send them. You MUST include your child's name in the ad, we will not do it for you.

How do I Submit the Ad?

IF YOU ARE SUBMITTING DIGITAL IMAGES OR A SELF-DESIGNED AD...

1. Include all the photos you want used in the ad in one email and send it to ccaseniorads16@gmail.com. If you self-designed an ad, please submit it by email as well.
2. The subject of the email should follow this format: Senior Ads – Student's First & Last name. (ex: Senior Ads – George Washington)
3. Any text that you wish to include in the ad must be in the body of the email. Please title it "first & last name – text." Also, you MUST include your child's name in the ad if you are creating your own.
4. In the Email, be sure to indicate which photo corresponds to what box you want in it based on your chosen template (ex: Beach baby picture-2, Family picture-5, etc.)
5. Digital pictures must be in JPG or TIFF format.

IF YOU ARE SUBMITTING PAPER IMAGES...

1. Place all items in a 9x12 manila envelope with your student's first and last name and ID number written legibly on the front. You have three options on how you would like to deliver it to us:
 - a. Deliver it to Michael Gaughen's box in the administration office at CCA
 - b. Deliver it to the yearbook room F206
 - c. Mail it to Michael Gaughen at Canyon Crest Academy (5951 Village Center Loop Road, San Diego, CA 92130)
2. Be sure to include all photos AND a typed note with any text that you wish to be included in the ad. On the back of each photo, write your student's first and last name and indicate which box you would like it to go in, in regards to your chosen template. (ex: If you would like a picture to go in box 4, write "John Smith – Picture 4" on the back)

PLEASE NOTE: Submitting pictures and text electronically makes things run more efficiently and you will not have to pick anything up when the ads are finished. It is you and your child's responsibility to pick up your photos after spring break if you dropped them off. We recommend you use one of our templates, but you are welcome to create your own as well. If you have any questions, please email us at ccaseniorads16@gmail.com

Frequently Asked Questions

How many pictures should I put in the ad?

You need to include as many pictures as the template you select requires. If you give us more pictures than the template contains, we will have to use our best judgment to decide which picture not to include.

If I am designing my own ad, how many pictures can I include?

It is up to you how many pictures you would like to use. However, beware that the ad may end up looking messy or the photos may be too small to see if there are too many.

More pictures = smaller pictures.

Do I need to reduce or enlarge the pictures I am giving you?

No, you do not need to. Our senior ads editors will take care of that for you. Please be sure to submit HIGH QUALITY images. No pictures downloaded from Facebook or any social media websites will be used. If you send from a smartphone, be sure to send the highest resolution possible.

Can I use black and white pictures?

All senior ads are printed in color. If you would like to include black and white pictures in the ad, you must change them to black and white yourself before sending us the pictures.

Can I use a piece of artwork in my ad?

Due to copyright laws, only original artwork can be reprinted. If you use a copyrighted image, (such as a Nike symbol, famous artwork, Mickey Mouse, etc.) we will not be able to print it.

If I submit physical pictures, when will my pictures be returned?

Students can come to the yearbook room F206 any time after Spring Break to pick up their pictures. If photos are not picked up by the end of the year, they will be discarded.

Can I see a proof of my ad?

Yes, we can provide digital proofs for an additional \$10. If you would like to see a proof before the ad is in the yearbook, you may purchase a proof on the ORDERING INFORMATION page and we will email the proof to you.

After I submit my ad, can I substitute a picture at a later date?

Changes may be made to your ad before the final deadline (November 30th). After that deadline, changes can only be made if you purchased a proof of your ad.

I'm still waiting for senior pictures to come in. What do I do?

You can contact the photographer and ask them for a proof copy that you can submit for senior ads. If you really would like the senior picture in the ad, but it won't be available until after the submission deadline, you can purchase a proof for your ad (\$10) and submit a placeholder photo to us by the first deadline. Then, once you get your senior pictures, you can send it to us and we will replace the placeholder photo.

Can I purchase an ad for a group of people?

Yes. You may purchase an ad for groups of people (ex: groups of friends, sports teams, etc.). We will bill only one person, so the group must organize finances accordingly. When purchasing a group ad, please specify the order in which you wish the names to appear on the heading, which can be done on the ORDERING INFORMATION page. We will not make headings with special sayings (ex: "Friend's Forever", "JD, PK, RG", etc.). The heading will only list full names given to us. Senior ads for sports teams (ex: Girl's Varsity Volleyball, Track and Field) will be titled by sport in alphabetical order.

Can I purchase an ad for siblings?

Yes. One ad can be purchased for twins/siblings graduating in the same class. All names of the siblings will appear on the ad.

What name should I put on my child's ad?

Your child's first and last name must be included on the ad, regardless of whether you use a nickname or a shortened name. You may include a middle name, but it is optional. It is your decision if you want to use the legal or a shortened nickname that your child goes by (ex: Theodore Brown vs. Ted Brown – both are acceptable). Whether you are only submitting pictures to be put in a template or making your ad completely on your own, you do not need to include your child's name in large letters anywhere on the ad. All Senior ads will automatically include the student's name at the top of their ad on the page, UNLESS you are creating your own ad, then you MUST include your child's name.

What form of payments do you accept?

We accept personal checks, cards, and cash. Checks should be made out to CCA ASB. Credit card payments must be made through the ASB Webstore. If writing a check, please write your student's first and last name and school ID number on the memo line to help us credit your account properly. Cash and check payments must be turned into the CCA Finance Office October 30th.

Ordering Information

Name to appear on ad*: _____

Name of person responsible for billing: _____

Phone: _____

Email: _____

Number of pictures enclosed (if applicable): _____

Please check the appropriate box on how you will submit your ad:

- I will submit via email
- I will submit to Mr. Gaughen's mailbox/ room F206 with all materials (including all pictures and text)

Select which template you would like:

- Template 1
- Template 2
- Template 3
- Template 4
- Template 5
- Template 6
- Template 7
- Template 8
- Template 9
- Template 10
- I will make my own ad

Would you like a proof of your ad (\$10 more)? Yes _____ No _____

If yes, please provide us with an active email: _____

Note: The deadline for payment is October 30th and the deadline for content is November 30th .
Deadline for refunds is no later than November 13th.

*If you are submitting a group ad, place the names in the order you would like them to appear on the ad.

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