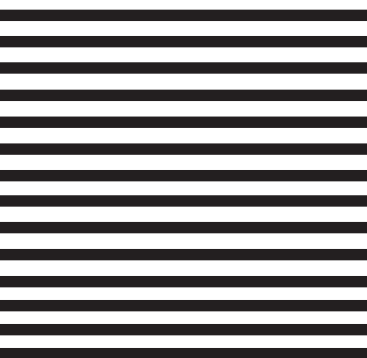
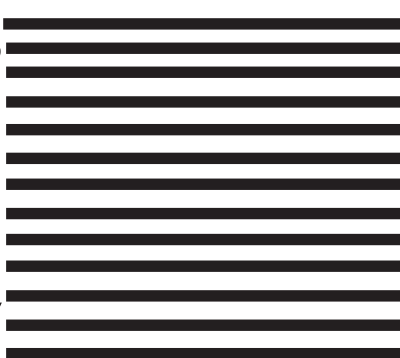




Senior Ads Packet 2011-2012



Purchase Deadline: Oct 28
Refund Deadline: Nov 19
Content Deadline: Dec 2nd
Canyon Crest Academy



Why do CCA senior ads need to be turned in so early?

Our yearbook plant sets the deadline- we do not arbitrarily select this date. We need to tell them how many pages our book will be. The senior ad section is the single largest section of our book. This means that a large portion of the book is based on your order forms. We must know these numbers by October 28th 2011 or you risk not having an ad in the yearbook at all.

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

Students can come to the yearbook room, F206, anytime after Spring Break to pick up their pictures. However, if you absolutely cannot live without the pictures, it would be advisable that you make a high quality color copy of the picture and submit that instead. It is the seniors' responsibility to pick up their photos from the yearbook room after Spring Break.

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

No, our skilled staff members will take care of that for you.

How many pictures should I put in the ad?

You need to use as many pictures as the template you select requires. If you give us more pictures than necessary, we will have to use our judgment and decide which picture not to include. If you are submitting an ad made completely by you, it is up to you how many pictures you use. However, beware that the ad may end up looking messy or the photos will be too small to see proper detail and not turn out well. More pictures equal smaller pictures.

I want to create the ad myself on the computer. How can I give it to you electronically?

You can submit it to Eshare- our online submission website. Go to www.hjeshare.com. and type in our school code 7040905, then follow the prompts to upload your photo. Please name the files lastname.seniorad.number (ex: gaughen.seniorad.05). Or you can email the ad in jpeg or tiff format to seniorads@ccayearbooks.com

What type of pictures do you accept?

All pictures must be in print or digital format, and digital pictures must be in jpeg or tiff.

I don't know anything about layout. Can I just give the pictures/ text?

Yes! Drop everything you want us to use in a manila envelope and our trained staff members will do the rest. Indicate on the back of each picture which box number you want it to go in (if you want a picture to be in picture box 3, write picture 3 on the back of the picture). If you would like guidance, you can email the senior ads editors at anytime, seniorads@ccayearbooks.com, or feel free to stop by the yearbook room, F206, any day during 4th period. If you have questions, do not hesitate to ask. It is much more effective for us to answer questions before the ad is submitted and it becomes an issue.

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

Everyone has different preferences. A majority of the parents will ask for the first and last name only. Some parents will include a middle name. It is your de-

cision if you want us to use the legal, formal name, or the shortened, commonly used name (e.g. Theodore Brown vs. Ted Brown). You must include at least a first and last name. To optimize the space you have for pictures and text, do not put your child's name in large letters at the top of the ad, it will appear where the sample/template displays a name or says headline.

Do I have to make my color pictures black and white?

Absolutely not. All CCA senior ads will be in color this year. If you want the picture to be black and white, you must change it to black and white yourself or instruct us to do so.

Can I use a piece of artwork in the 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. All copyrighted materials including pictures of trademark items, logos, and characters will be refused.

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

The best thing to do is get pictures taken early enough for them to come back in time. After that, you can contact the photographer and ask them for a proof copy that you can submit. Another suggestion is to use a different photo, bearing in mind that a senior picture will appear elsewhere in the book.

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

No. Once the deadline has past, no further changes can be made to avoid confusion. It is likely your ad was sent to the publisher soon after we received your materials.

Can I purchase an ad for a group of people?

Yes, but the ad heading will appear under only one student's name and we will bill only one person, the person whose name the ad appears under. For example, John Doe can have a senior ad with pictures of friends and activities, but it will appear with his name only (not "friends forever," "JD, PK, & RG," or something like that). Twins/ siblings graduating in the same class can have both names appear on the same ad. Varsity senior ads from a team will be titled by sport (Volleyball will go in the "V's").

Can I see a proof of my ad?

Yes, we can provide digital proofs for **\$10 extra**. If you would like to see a proof, include an email address on the ordering form for us to email it to: ccase-niorads@ccayearbooks.com.

What form of payments do you accept?

We take personal checks or cash. Checks should be made out to CCA ASB. If you would prefer to use a card, you can purchase your ad through the ASB Webstore. If writing a check, please write your student's name and school id number on the memo line to help us credit your account properly. Turn cash and checks into the CCA finance office by October 28th

How to Create Your Senior Ad

Step 1: Select pictures that you would like to use for your Senior Ad.

Step 2: Judging by how many pictures you have selected, choose one of our

Step 1: Select pictures that you would like to use for your Senior Ad.

Step 2: Judging by how many pictures you have selected, choose one of our eight pre-made layouts or decide to make the whole ad on your own.

Step 3: Decide whether you are going to submit digital or paper images. Note that paper images will be scanned into digital images before placement.

Step 4: Once you have selected your layout, write the paragraph, sentence, or whatever text applies to your ad. You may choose to write less than the character count that applies to the ad that you chose but you CANNOT write more. Character count includes text, punctuation, and spaces! You do not have to use all the characters.

Character requirements:

Template 1: 463

Template 2: 459

Template 3: 390

Template 4: 340

Template 5: 670

Template 6: 548

Template 7: 583

Template 8: 1078

Template 9: 674

Template 10: 547

Step 5: If you are submitting paper images, indicate on the back of each picture which box number you want it to go in (if you want a picture to be in picture box 3, write "picture 3" on the back of the picture). If you are emailing them to us, label the file the number of the box you want it in with the student's last name as part of the file (ex. gaughen3.jpg). Each template indicates the number of each picture box.

Step 6: If you made the ad on paper, place all items in a 9x12 manila envelope with your student's name and ID number written legibly on the front and deliver it to Michael Gaughen's box in the office at CCA. You can also mail it to Michael Gaughen at Canyon Crest Academy (5951 Village Center Loop Road San Diego, CA 92130.) Double check to make sure all items are inside. If you made the ad on the computer, email all parts as one email to: seniorads@ccayear-books.com with your lastnameseniorads. Ex: Johnsonseniorads

How do I submit the ad?

If possible, submit your self designed ad or your digital photos for your ad using eShare. Eshare is the most convenient and easy for us, and more importantly for you. To submit your ad to Eshare, go to www.hjeshare.com and type in our school code: 7040905. From there, follow the prompts to upload you photos. To ensure that we know the photos are for senior ads, please name the files last-name.seniorad.number (ex: gaughen.seniorad.05).

If you made the ad on paper, place all items in a 9x12 manila envelope with your student's name and ID number written legibly on the front and deliver it to Michael Gaughen's box in the office at CCA or deliver to room F206. You can also build, submit and pay for your ad online. See the CCA Yearbook website for more details.

You can also mail it to Michael Gaughen at Canyon Crest Academy (5951 Village Center Loop Road San Diego, CA 92130.) Double check to make sure all items are inside.

If you made the ad on the computer, email all parts as one email to: seniorads@ccayearbooks.com with your student's last name and senior ads. Ex: Johnsonseniorads or Smithsenrioads

Reminder: Submitting pictures and text electronically makes things run more efficiently and you won't have to pick them up.

Ordering Information: Please Print Clearly

Name to appear on ad: _____

Name of person responsible for billing: _____

Address: _____

(Street or Box number)

(City) (Zip)

Phone: _____

Email: _____

Number of pictures enclosed: _____

ALL SENIOR ADS ARE HALF PAGE, WITH COLOR

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

- I will submit via Email or eShare
- I will submit to Mr. Gaughen's mailbox/room F206 with all materials listed below
 - All pictures (with students name and ID number)
 - All 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

Do you require a proof of your ad (\$10 more)? Yes___ No___

If yes, provide us with an e-mail _____

Note: The deadline for payment is October 28th and the deadline for content is December 2nd. Deadline for refunds is November 19th, 2011.

The price for a senior ad is \$200 with an ASB sticker and \$225 without.

**Plus \$10 if you would like a proof of your childs ad emailed to you.

ATTENTION PARENTS If you choose one of our templates, please make sure that you send in pictures that will match the shape of the picture boxes. Do not send us a vertical pictures for a horizontal picture box!!

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Template 4

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