

Olathe South Yearbook Senior Ads

Important Information 2020-2021

DEADLINE: Friday, January 15

Your child's memories are priceless

Your child has come a long way from coloring on the walls and learning to tie his or her shoes. Your child is already calling him or herself a senior, and graduation is approaching more quickly than you can imagine. Purchasing a baby ad in the yearbook is a great way to show your pride in your child. These ads commemorate the journey— from your child's first steps to the day he or she walks across the stage to receive a diploma. In an Olathe South Yearbook baby ad, you have the opportunity to include a personal message to congratulate your senior on completing high school and to let him or her know how much he or she means to you. Ads can also include your favorite photos of your child. These photos usually include a senior picture and several baby pictures. Ads usually look best when the number of photos is limited. Please reference last year's yearbook for ideas and to see examples. If you have any questions, feel free to e-mail yearbook adviser Gary Glenn at gglennos@olatheschools.org. Please note the sooner you place the ad, the lower the ad rate.

Making your ad is simple. **ALL ADS ARE CREATED BY YOU, ONLINE!** A tiered pricing system will be in effect. To take advantage of the lowest prices, **create your ad online by January 15**. Prices will rise after that date, and your final chance to purchase ad space will be **Tuesday, February 9**.

| Size of Ad | January 19 Price | February 9 Price | # of Photos | Approximate Text |
|--------------|------------------|------------------|-------------|------------------|
| Full page | \$325 | \$345 | 4-9 photos | 3-4 paragraphs |
| Half page | \$225 | \$245 | 3-5 photos | 1-2 paragraphs |
| Quarter page | \$149 | \$174 | 1-3 photos | 1-2 paragraphs |
| Eighth page | \$99 | \$124 | 1 photo | 1 paragraph |

To design and purchase your ad:

1. To design and purchase your child's ad, please follow the directions below.
2. Once you have designed and paid for the ad, it will be sent to Olathe South where we will edit it and put the finishing touches on it for publication in the 2021 Talon Yearbook.
3. The deadline is Friday, January 15.

If you have any questions, contact Mr. Glenn at gglennos@olatheschools.org or 913-780-7160.

ONLINE AD CREATION

With Online Ad Creation you can easily create a beautiful ad that expresses love for your student and your pride in his or her accomplishments.

GETTING STARTED

1. Go to www.yearbookordercenter.com.
2. Enter your school's order number OR search for your school by name.
3. Verify that the selected school is correct and click continue.
4. Click Buy a Yearbook Ad.
5. Choose your ad size/type.
6. Then select Student or Business and search for your student's name. The listed name is usually your student's official given name at the school. If you can't locate your student's name, you have the option to add a name to the list.
7. Click Next. Then log in with your credentials or create a new account.
8. After you are logged in, pick an ad template from the available options.

CREATE

The template will open in the design area where you can create the ad. Follow the steps below to add your photos, enter your text and format your ad.

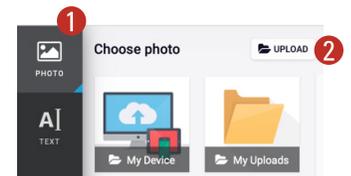
NOTE: Each school chooses the formatting options available in the ad editor. The formatting options help ensure consistency among the ads and coordination with the yearbook's design. All schools will not have the same formatting options.

ADD PHOTOS

1. Click to open the Photo tab on the left.
2. Click Upload at the top of the Photo panel. Browse on your device to select the photos you want to upload.
3. After they upload, your photos will appear in the Photo panel.
4. To place an image on the ad, select one of the image frames on the ad. Then click on one of the images in the Photo tab. You can also drag and drop an image on a frame.
5. When an image is placed, use the slider under the image to make the image larger or smaller in the frame. You can also click the + / - buttons to make size adjustments.
6. Click and drag on the image to reposition it inside the frame.



PRO TIP: It is best to upload the original image rather than an image taken from social media. Typically, images taken from social media are not large enough for quality reproduction. If you see a icon like this  on an image, it means the image has a low resolution and may not print at the highest quality.



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ADD TEXT

The text formatting options are set by your school to ensure consistency with the rest of the yearbook.

1. Select one of the text frames, and a text entry box will appear on screen.
2. Type a message in the box, and the text frame on the ad will update to reflect the text you entered.
3. The formatting options will appear in the Text panel on the left. Adjust the text settings.

If you want to move a message further down the ad, place your cursor at the beginning of the message and press enter or return to bump it down.

THEME

Some schools create themes you can apply to the ad. You will see any available themes in the Theme panel on the left. A theme is a combination of fonts and colors that can be applied with one click.

1. Click the Theme tab on the left to view your options.
2. Click a theme to apply it to your ad.

BACKGROUND

Some schools allow for different background colors to be set. Some schools limit the background colors to ensure consistency with the yearbook.

1. Click the Background tab on the left to view your options.
2. Click a color swatch to apply it to your ad.

START NEW DESIGN
Click to return to the ad selection step and start a new design.

UNDO
Use the arrow button to undo your last action.

SAVE
You should periodically save your ad as you work.

CONTINUE
Save your ad and click continue to begin the purchase process.

HELP
Click to for instructions and support.

PREVIEW
Shows the ad as it will print.

CLOSE
Click the red X to close the ad designer.

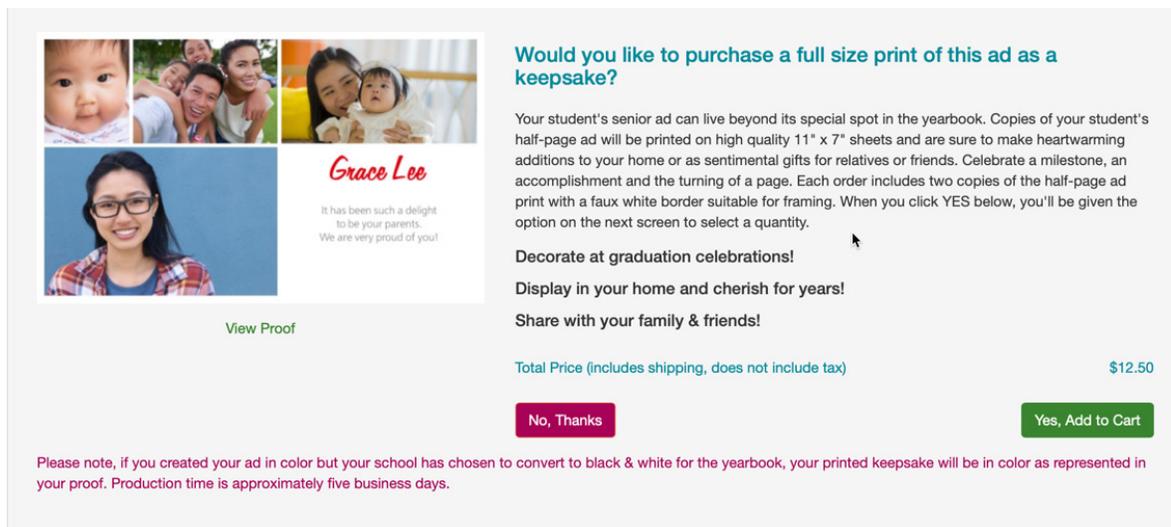
The screenshot shows a software interface for creating a yearbook ad. At the top, there is a navigation bar with buttons for 'START A NEW DESIGN', 'SAVE', 'HELP', 'PREVIEW', 'CONTINUE', and a red 'X' button. Below this is a header for 'Full Page Ad | 8" Yearbook'. The main workspace is divided into several sections: a left sidebar with 'PHOTO' and 'My Uploads' (containing folders and an 'UPLOAD' button), and three central photo slots labeled 'YOUR PHOTO HERE'. Red arrows point from the callout boxes to the corresponding buttons in the interface.

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REVIEW AND APPROVE YOUR AD

1. When you have finished the edits to your ad and are ready to purchase, save your ad and click the Continue button.
2. In the next step, review a proof of your ad by clicking the View Proof link.
3. If you are satisfied with how the ad looks, place your initials in the box to indicate your understanding of the stated terms and policies.
4. Then click Add to Cart and complete the checkout process.

NOTE: **You must complete and purchase your ad before your school's deadline** for it to be included in the yearbook.



The screenshot shows a preview of a yearbook advertisement for a student named Grace Lee. The ad features a collage of photos: a baby, a family, and a portrait of Grace Lee. The text on the ad reads: "Grace Lee", "It has been such a delight to be your parents. We are very proud of you!". Below the preview is a "View Proof" link. To the right, a question asks: "Would you like to purchase a full size print of this ad as a keepsake?". Below this is a paragraph explaining that the print is on high quality 11" x 7" sheets and includes two copies. It lists three reasons to purchase: "Decorate at graduation celebrations!", "Display in your home and cherish for years!", and "Share with your family & friends!". The total price is listed as \$12.50. There are two buttons: "No, Thanks" and "Yes, Add to Cart". A red arrow points from the "Yes, Add to Cart" button to the "GREAT GIFT IDEA!" section below.

Would you like to purchase a full size print of this ad as a keepsake?

Your student's senior ad can live beyond its special spot in the yearbook. Copies of your student's half-page ad will be printed on high quality 11" x 7" sheets and are sure to make heartwarming additions to your home or as sentimental gifts for relatives or friends. Celebrate a milestone, an accomplishment and the turning of a page. Each order includes two copies of the half-page ad print with a faux white border suitable for framing. When you click YES below, you'll be given the option on the next screen to select a quantity.

Decorate at graduation celebrations!
Display in your home and cherish for years!
Share with your family & friends!

Total Price (includes shipping, does not include tax) **\$12.50**

[No, Thanks](#) [Yes, Add to Cart](#)

Please note, if you created your ad in color but your school has chosen to convert to black & white for the yearbook, your printed keepsake will be in color as represented in your proof. Production time is approximately five business days.

GREAT GIFT IDEA!

Order a full size print of your ad to put in your home or give to friends and family as a wonderful keepsake!

Full and half-page ads are available as prints. Quarter and eighth-page ads are printed as magnets.