

Fall 2014

Dear Senior Parents,

The time has come for you to begin thinking about your son or daughter's final year here at Chippewa Valley High School. Once again Chippewa's Yearbook, *The Talon* is offering an opportunity for parents, family and friends to place a special message in the yearbook for a minimal charge. Our SENIOR MESSAGE section consists of photographs, along with short messages to your Chippewa Valley Senior. This is a unique way to recognize your son's or your daughter's achievements in a forever lasting book of memories.

Please read the following in order to decide which size and option is right for you, then read the guidelines and procedure for senior ads, so that you are aware of the requirements in order to guarantee that your order is placed.

	<u>Black &amp; White</u>	<u>Color</u>	<u># of Photos</u>
1/8 of a page (4"x2 1/2 ")	\$ 50.00	\$ 75.00	1 photo
1/4 of a page (4"x 5 1/2")	\$ 125.00	\$ 150.00	2 photos
1/2 of a page (8" x 5 1/2")	\$ 175.00	\$ 200.00	5 photos
Full Page (8" x 11")	\$ 250.00	\$ 350.00	10 photos

**PLEASE NOTE: OUR DEADLINE FOR ALL PAGES is December 12<sup>th</sup> 2014. This deadline will be strictly adhered to and we CANNOT guarantee that advertising space will be available after this date.**

**YOU MUST HAVE THE FOLLOWING TURNED INTO MRS. KIEL IN ORDER FOR YOUR AD TO BE PROCESSED.**

- THIS LETTER (SIGNED)
- SENIOR AD ORDER FORM
- AD PHOTO(S)
- TEXT FOR AD
- PAYMENT:
  - CHECK PAYABLE TO: CVHS YEARBOOK or payment made on [www.yearbooksforever.com](http://www.yearbooksforever.com) (check Yearbook website for more information)
  - CASH OR MONEY ORDER
  - PAYMENT VOUCHER FROM ONLINE PURCHASE

**Please sign this letter and return it with your senior ad form, stating that you have read and completely understand all of the information, including the senior ad guidelines (attached) and the information above.**

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**Purchasers Signature**

**Date**

\*\*Thank you for your support of the Chippewa Valley High School Yearbook. If you have any questions or concerns, please feel free to contact Mrs. Kiel at 586-723-2560 or email her at [rkiel@cvs.k12.mi.us](mailto:rkiel@cvs.k12.mi.us)

# Senior Yearbook Information

## Senior Ad Guidelines and Procedures

### Photo Submission Guidelines:

- Child's First and Last Name **MUST BE** printed on the back of every photo submitted (Please do not use ball point pen as it will show through.) If your photo is not marked, we will not be responsible for its placement or lack thereof in the book.
- Any size photos are acceptable, as our staff will crop your photos so that they are the correct size in the yearbook. (We can make a small photo look larger and a larger photo look smaller)
- **PLEASE - DO NOT CUT, GLUE, OR TAPE PHOTOS.**
- We will accept film photography and/or digital photos that are 300 dpi JPEG images. You can include your digital photos on a CD-ROM or email them to [rkiel@cvs.k12.mi.us](mailto:rkiel@cvs.k12.mi.us)
- We do **not** accept senior photos that have "proof" written or the studios name on them.
- We will not accept pre-designed ad and any ads submitted online must also have all required paperwork turned in to Mrs. Kiel in order for senior ad to be placed in yearbook..
- We will start accepting ads via mail and on [www.yearbooksforever.com](http://www.yearbooksforever.com) as of June 30<sup>th</sup> 2014 and will stop accepting them on December 12<sup>th</sup> 2014.
- **PHOTOS WILL NOT BE RETURNED, BUT CAN BE PICKED UP BY MAKING ARRANGEMENTS AFTER THE YEARBOOKS HAVE BEEN DISTRIBUTED IN MAY!**
- **PLEASE DO NOT** send cut or digitally altered photographs. We cannot use them in your layout. We are able to exclude portions of photos that are not desirable.
- Senior message space will be allotted on a first come first serve basis. Only complete orders will be accepted (All \$, photos, signed letter and text)
- There is a limited availability for black & white pages so please send your order in a timely fashion.
- Please do not send your one and only copy of a photo in case it gets damaged, misplaced or lost in the mail.
- We work incredibly hard to make your ad the best that it can be, however, please remember that this is a student publication and mistakes can happen. Though we strive always to make your senior's ad sheer perfection, things do happen. In the event that a mistake does occur, there can be no reimbursement of your payment due to the fact that your funds actually help in paying for the yearbook itself.

### Please include:

- **PARENT LETTER (SIGNED)**
- **SENIOR AD ORDER FORM**
- **AD PHOTO(S)**
- **TEXT FOR AD**
- **PAYMENT:**
  - **CHECK PAYABLE TO: CVHS YEARBOOK** or payment made on [yearbooksforever.com](http://yearbooksforever.com) (check Yearbook website for more information)
  - **CASH or MONEY ORDER**
  - **PAYMENT VOUCHER FROM ONLINE PURCHASE(YEARBOOKSFOREVER.COM - IF APPLICABLE)**

### Send the envelopes to:

Chippewa Valley High School  
Attn: CVHS Yearbook Staff  
18300 19 Mile Road  
Clinton Township, MI 48038

If you have any questions or concerns, feel free to email the advisor, Rebecca Kiel at [rkiel@cvs.k12.mi.us](mailto:rkiel@cvs.k12.mi.us) or call at (586)723-2560

Sincerely,

Ms. Rebecca Kiel

**Senior Message Order Form**

To reserve yearbook space for your senior, please respond by 12.12.2014 by providing all of the following:

- Signed Letter
- This order form
- Ad Photo(s)
- Ad Text Attn:
- Check Payable to: CVHS Yearbook

**Mail or deliver to:**

Chippewa Valley High School  
Yearbook Staff  
18300 19 Mile Road  
Clinton Township, MI 48038

\_\_\_\_\_  
**NAME OF STUDENT** (Required)

\_\_\_\_\_  
**PARENT/PURCHASER'S NAME** (Required)

\_\_\_\_\_  
Address/City/State/ Zip (Required)

\_\_\_\_\_  
Daytime Phone Number

\_\_\_\_\_  
Evening Phone Number

**\* ADVERTISING DATA**

\_\_\_\_\_  
Size Selected (Required)

\_\_\_\_\_  
Color/Black & White (Required)

\_\_\_\_\_  
Number of Pictures Submitted **(if none, please specify)**

\_\_\_\_\_  
Is this a surprise for the Student? (Y/N)

**Neatly print ad text below (You may submit on another sheet of paper)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**IS THERE A POSSIBILITY THIS STUDENT WILL HAVE MULTIPLE ADS(GRANDPARENTS, SIBLINGS, PARENT, ETC)**

**(Please make sure that all text is proofread and is written as you want it to appear. Please also make sure that your text will fit into the required space allotted for the size of the ad that you have purchased.)**

- **It is the responsibility of the purchaser to read the senior ad guidelines which are available in the senior packet, online or in room 160. If guidelines are not met, CVHS Yearbook will NOT be responsible for senior ads being placed in the book or for providing refunds to those who do not follow procedure.**

\*\*\* For special concerns or questions, please email Becky Kiel, Yearbook Advisor at rkiel@cvs.k12.mi.us.

**\* PAYMENT INFORMATION**

- \_\_\_\_\_ Amount Enclosed
- \_\_\_\_\_ Check Included
- \_\_\_\_\_ Cash Included **(DO NOT MAIL CASH)**
- \_\_\_\_\_ Money Order Included
- \_\_\_\_\_ Receipt from yearbooksforever.com enclosed

**YEARBOOK**

**Available for \$75.00 until November 1<sup>st</sup> then price goes to \$80**  
\_\_\_\_\_ Yes, I would like to purchase  
my personal copy of the yearbook. I have added the cost  
of the yearbook to my total payment.

Office Use Only \_\_\_\_\_(PYD) \_\_\_\_\_(ENT) \_\_\_\_\_(EDIT) \_\_\_\_\_(FINAL)

