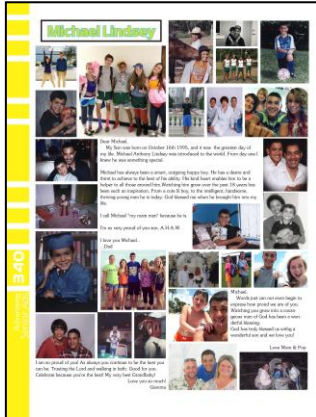


# ***Lecanto High School Legacy***

## ***Class of 2015 Senior Ads***



*To the parents, friends and relatives of the Class of 2015:*

The *Legacy* yearbook staff is currently making preparations for the 2015 yearbook. Building on previous years' successes, we are excited to continue the tradition of honoring seniors by offering parents, families and friends the opportunity to purchase a congratulatory advertisement. The purpose of this ad is to commemorate and celebrate the senior's accomplishments and graduation.

While we understand that you have other expenses connected with your student's senior year and graduation, we ask that you take a moment to consider the lasting gift you can give your student in the form of a senior ad. Some parents choose to make the ad a surprise for their student. Others allow the student input on photo selection and keep only their message a secret. Most report that the ad is the first page their student turns to when receiving their yearbook. Perhaps you would like to include photographs of your student at various stages in his or her life, thus creating for yourselves and your student a pictorial history of their childhood and development into a young adult. In addition, you may choose to include a few words of wisdom, shared memories, or encouraging thoughts which they can take with them and refer to in the future. No matter what you decide to include, your ad is sure to become a treasured family keepsake that can be shared with relatives and friends for years to come.

We anticipate that advertising space will sell quickly again this year, so reserve your senior's space early! (Space will be reserved upon receiving payment.)

**After OCTOBER 10, we will not be able to add pages to the yearbook, so no additional senior ads will be sold after this date.**

Keep this important information in mind:

- **For all ads purchased before SEPTEMBER 30, the price will be approximately 20% lower (see rate sheet). The last day to purchase ads is OCTOBER 10. (If you want the ad to include senior portraits, have portraits taken early enough so photos will be returned in time to meet the ad deadline.) All ad content is due by October 10, 2014.**
- We offer a variety of ad sizes and prices. (See the attached rate sheet, which gives specific dimensions, prices and space restrictions.)
- You may design the ad yourself, or you can simply provide the photos and the text, and we will design the ad free of charge.

- To insure accuracy and customer satisfaction, proofs will be provided at the advertiser's request.

If you are interested in purchasing an ad but have questions, please contact the Legacy staff at 352-746-2334, Ext. 4268 (after 11:00 a.m. on school days) or e-mail a message to *legacyyearbook@hotmail.com* .

To reserve your ad, simply fill out and return the attached form along with your payment. You may **pay in full now, or if you prefer, include a 25% deposit now** to ensure your space in the yearbook. You may **complete your payment by January 16, 2015**. We do recommend and appreciate, however, regular monthly payments rather than waiting until the final deadline to complete your payment.

Thank you again for your consideration!

LHS *Legacy* Staff  
Dr. Beverly S. Sylvester, Advisor

# ***Lecanto High School Legacy***

## **2015 SENIOR ADVERTISEMENT RATE SHEET**

AD SIZE	COLOR	REGULAR PRICE (if 25% deposit is received after Sept. 30, 2015)	ORIGINAL DISCOUNTED PRICE	NEW DISCOUNTED PRICE (if 25% deposit is received by Sept. 30, 2015)	CONTENT SPECIFICATIONS
Full page 8 x10	Full color	\$400.00	<b>\$360.00</b>	<b>\$320.00</b>	10-15 photos & up to 300 words
Full pg. 8x10	Black & white	\$290.00	<b>\$260.00</b>	<b>\$230.00</b>	10-15 photos & up to 300 words
½ pg. 8x5	Full color	\$220.00	<b>\$200.00</b>	<b>\$180.00</b>	4-6 photos & up to 200 words
½ pg. 8x5	Black & white	\$165.00	<b>\$150.00</b>	<b>\$135.00</b>	4-6 photos & up to 200 words
¼ pg. 4x5	Full color	\$165.00	<b>\$150.00</b>	<b>\$135.00</b>	2-3 photos & up to 100 words
¼ pg. 4x5	Black & white	\$135.00	<b>\$120.00</b>	<b>\$105.00</b>	2-3 photos & up to 100 words
⅛ pg. 4x2	Full color	\$110.00	<b>\$100.00</b>	<b>\$90.00</b>	1 photo & up to 50 words
⅛ pg. 4x2	Black & white	\$100.00	<b>\$ 90.00</b>	<b>\$80.00</b>	1 photo & up to 50 words

**\*\*Prices listed above Do Not Include Cost for Yearbook**

**Photos:** Prints will be scanned for use in the yearbook and will be returned when books arrive in the spring. However, **if photos are irreplaceable, please have a double print made and submit the copy.** Digital photos need to be submitted on a CD at a resolution of at least 300 dpi in either jpg or tiff format. Although the number of photos is unlimited with a full-page ad, size of photos will be adjusted to fit available space.

**Text:** Please print or type messages, as they should appear. Note any capitalization, italics, boldface, etc. Please consider messages carefully to avoid embarrassment.

**Design:** Please indicate on contract or separate sheet how you want photos and text arranged. Please note the ad sizes (widths/heights above). Feel free to come by the school office to examine previous years' ads for ideas in designing your own ad. We will layout ads and can offer advice on design upon request. *If you wish to design the ad entirely on your own, please call or e-mail to get size, resolution and format information.*

**Name:** Write senior's name, as it should appear below the ad, in the space provided on the contract. Please include first and last name. If name or variation of name will appear

in ad message, include it in message text. Please consider carefully any nicknames you include to avoid embarrassment.

**Proofs:** If you would like a proof of the ad before it is sent to the printers, mark the appropriate space on the contract. Please be aware that we are under strict deadlines with our printer and that *any changes to the proofs must be done in a timely manner. We will notify you of the latest date for changes when we send the proofs to you.*

# ***Lecanto High School Legacy***

## **2015 SENIOR ADVERTISEMENT CONTRACT**

SENIOR'S NAME (as it should appear in ad) \_\_\_\_\_

PURCHASER'S NAME(S) \_\_\_\_\_

ADDRESS \_\_\_\_\_ City/Zip \_\_\_\_\_

PURCHASER'S PHONE NUMBER \_\_\_\_\_ E-MAIL \_\_\_\_\_

AD SIZE/TYPE    ☐ Full page/color            ☐ Full page/black & white  
                      ☐ ½ page/color                ☐ ½ page/black & white  
                      ☐ ¼ page/color                ☐ ¼ page/black & white  
                      ☐ ⅛ page/color                ☐ ⅛ page/black & white

\*\*\*\* ☐ Please send proof of ad

\*\*\*\* ☐ Please keep this ad a secret from the student

### **TERMS**

The advertiser listed above agrees to purchase advertising space in the 2015 *Legacy*, Lecanto High School's yearbook, for the size indicated above and the price indicated below. **The advertiser will provide photos and message content to the *Legacy* staff by October 10, 2014. If content is not received by that time, a general ad, including the senior's name and a general congratulatory message will be created.** The advertiser agrees to pay for the ad in full at the completion of this contract signing or to make a deposit of 25% of the ad price and pay the remaining 75% **by January 16, 2015**. Space will not be reserved until payment is received. The advertiser will receive a receipt of payment and may request proof sheets for the ad prior to submission. Any corrections must be marked on the proofs and returned by the date specified on the proof sheet in order for changes to be made. **The *Legacy* staff reserves the right to refuse any content deemed inappropriate for a high school publication.** Advertiser understands that the *Legacy* reserves the right to consider ad contracts null and void due to non- or incomplete payment and will not be required to print the ad or refund any monies paid for the ad. Advertiser also understands that neglecting to pay for ad **in full** may prevent their student from participating in graduation exercises. While all best efforts will be made to return all photos given to *Legacy* for inclusion in the ad, advertiser understands that Lecanto High School, *Legacy* staff, and Balfour/Taylor Publishing do not accept responsibility for any photos lost or damaged.

PLEASE NOTE: **Do not cut photos!** Please keep photos in original form and indicate on the back where you would like them cropped. We strongly suggest you do not submit boyfriend/ girlfriend photos or ads as *Legacy* is not responsible for changing ads or refunding money due to breakups or disagreements.

#### ADVERTISEMENT INFORMATION

Senior's name as it should appear below ad: \_\_\_\_\_

Description of photo(s) submitted: \_\_\_\_\_

Message as it should appear in ad (indicate capital letters, bold, italic and underlined words): \_\_\_\_\_

(Attach extra sheets if necessary)

Purchaser's signature \_\_\_\_\_ Date signed \_\_\_\_\_

Price of Ad (reduced if by Sept. 30, 2014) \$ \_\_\_\_\_

Payment Included \$ \_\_\_\_\_ Balance \$ \_\_\_\_\_ (due by Jan. 16, 2015)

Payment Type \_\_\_\_\_ Check # \_\_\_\_\_

\*\*\*Please make checks payable to Lecanto High School and return contract, payment, photos, and ad message information to:

**Lecanto High School**  
**Attn: Dr. Beverly Sylvester, Yearbook Advisor**  
**3810 W. Educational Path**  
**Lecanto, Fl. 34461**

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(staff use only)

Total Cost of Ad \$ \_\_\_\_\_ Deposit \$ \_\_\_\_\_ Balance due \$ \_\_\_\_\_

Payment \$ \_\_\_\_\_ Date Received \_\_\_\_\_ Ck # \_\_\_\_\_ Balance \$ \_\_\_\_\_

Payment \$ \_\_\_\_\_ Date Received \_\_\_\_\_ Ck # \_\_\_\_\_ Balance \$ \_\_\_\_\_

Payment \$ \_\_\_\_\_ Date Received \_\_\_\_\_ Ck # \_\_\_\_\_ Balance \$ \_\_\_\_\_

Payment \$ \_\_\_\_\_ Date Received \_\_\_\_\_ Ck # \_\_\_\_\_ Balance \$ \_\_\_\_\_

Payment \$ \_\_\_\_\_ Date Received \_\_\_\_\_ Ck # \_\_\_\_\_ Balance \$ \_\_\_\_\_