

# Lecanto High School Legacy 2018 Senior Advertisement Contract

Senior's Name (as it should appear in ad): \_\_\_\_\_  
Purchaser's Name(s): \_\_\_\_\_  
Address: \_\_\_\_\_  
City/Zip: \_\_\_\_\_  
Purchaser's Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_

## Ad Size/ Type (check which of the following you are choosing to purchase)

- |                                            |                                                    |
|--------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Full Page / Color | <input type="checkbox"/> Full Page / Black & White |
| <input type="checkbox"/> 1/2 Page / Color  | <input type="checkbox"/> 1/2 Page / Black & White  |
| <input type="checkbox"/> 1/4 Page / Color  | <input type="checkbox"/> 1/4 Page / Black & White  |
| <input type="checkbox"/> 1/8 Page / Color  | <input type="checkbox"/> 1/8 Page / Black & White  |

Please check any/all boxes below that you would like to apply to your order:

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 2018 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 Monday, October 30th, 2017. 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% and pay the remaining 75% by Friday January 12th, 2018. 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 by 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. The 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 money paid for the ad. Advertiser also understands that neglecting to pay for the ad in full may prevent their return all photos given to the Legacy, or 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 want them cropped. We strongly suggest you do not submit "relationship 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): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (use back or attach extra sheets if necessary)

Purchaser's Signature: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Price of Ad (reduced if by Oct. 13, 2017): \$ \_\_\_\_\_

Payment Included: \$ \_\_\_\_\_ Balance Remaining: \$ \_\_\_\_\_ (due by Jan. 12, 2018)

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

\*\*\*Please make all checks payable to Lecanto High School and return contact, payment, photos, and ad message information to:  
Lecanto High School; 3180 W, Educational Path; Lecanto, FL 34461; Mr. Baker, Yearbook Advisor \*\*\*  
<http://www.lecantolegacy.weebly.com> - email: bakerl1@citrus.k12.fl.us - phone: (352) 746-2334 x. 4259

## *Senior Advertising Prices for the Class of 2018*

Advertisement Size	Color Type	Full Price After 11/1	Discount Price 10/14-11/1	Early Bird Price Deadline 10/13	Content Specifications
Full page 8.5 x 11	Full color	\$ 400	\$ 360	\$ 320	10-15 photos & up to 300 words
Full page. 8.5 x 11	Black and White	\$ 290	\$ 260	\$ 230	10-15 photos & up to 300 words
1/2 page 8 x 5	Full color	\$ 220	\$ 200	\$ 180	4-6 photos and up to 200 words
1/2 page 8 x 5	Black and White	\$ 165	\$ 150	\$ 135	4-6 photos and up to 200 words
1/4 page 4 x 5	Full color	\$ 165	\$ 150	\$ 135	2-3 photos and up to 100 words
1/4 page 4 x 5	Black and White	\$ 135	\$ 120	\$ 105	2-3 photos and up to 100 words
1/8 page 4 x 2	Full color	\$ 110	\$ 100	\$ 90	One photo and up to 50 words
1/8 page 4 x 2	Black and White	\$ 100	\$ 90	\$ 80	One photo and up to 50 words

### Content Specifications

**\*\*Advertisements CANNOT BE PRE-DESIGNED:** We have designers whose entire job is to design ads. Our designers will do everything in their power to produce exactly what you want your child's ad to look like.\*\*

**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/jump drive/high resolution through email at a resolution of at least 300 dpi in either jpg or tiff format.

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

**Design:** Please indicate on contract or separate sheet how you want photos and texts arranged. Please note the ad sizes (width and height above). Feel free to send in a picture of an example of what you want the ad to look like. We will create layouts once all information is submitted.

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