

Senior Messages

Please read everything in this packet before calling.

Dear Senior Parents and Guardians,

Senior messages offer you the opportunity to express a special statement or wish to your graduating senior in the yearbook. This is a unique way to recognize your son's or daughter's achievements in a forever lasting book of memories.

Please examine the message designs on the attached pages to select the size and style that would best suit your needs. Pay careful attention to the number and orientation of the photos to be used, as well as the amount of text allowed.

It is not necessary to share information with your senior regarding his/her senior message. Do not feel pressured to use particular pictures or quotes selected by your child; this is

your message to him/her, not his/her message to his/herself.

Our staff works hard to design professional, appealing messages for all seniors who appear in our yearbook. We hope you will allow us to create something special for you. Please read this entire booklet in order to decide which size message may be right for you, and to find the answers to nearly all of your questions.

If you have any further questions, contact information is at the bottom of this page.

Sincerely,

Kristen Mezser
Editor-in-Chief

Nicole Mezser
Senior Message Editor

Senior Messages in 5 Easy Steps:

1. Read Frequently Asked Questions on page 2
2. Select design from pages 3-6 (please keep in mind the orientation [horizontal, vertical] of your photos)
3. Select photos and write text (please pay attention to the word count of your package)
4. Fill out form
5. Drop off or mail in with FULL payment (please pay attention to extra charges for late submissions)

Prices

Message Size	Cost	# of Photos	Max # of Words
1 Block	\$35	1	25
2 Blocks	\$65	1-2	50
3 Blocks	\$95	2-4	55-70*
4 Blocks	\$125	3-4	55-110*
6 Blocks	\$175	4-5	135-160*
9 Blocks	\$250	5-6	165
12 Blocks	\$335	custom	custom
18 Blocks	\$485	custom	custom

*Word count varies with message selection. Please see pages 3-6 for specific messages.

Do's and Don't's

- DON'T send in photos printed on plain paper.
- DO write neatly.
- DO note all words spelled incorrectly on purpose.
- DON'T send in heirloom photos.
- DON'T send in senior photos with watermarks or proof stamps.

DEADLINE: Friday, October. 31, 2014

Late Deadline: Messages accepted until space filled add \$10 late fee

All orders must be delivered with payment, photos and text to the Main Office from 7 a.m. - 3 p.m. or mailed to our staff at:

Eisenhower High School
Attn: Yearbook Staff - Senior Messages
6500 25 Mile Road
Shelby Township, MI 48316

***All Checks payable to: Eisenhower Yearbook**
For questions or concerns
Please contact Erica Kincannon (adviser):
Phone: (586) 797-1450
E-mail: Erica.Kincannon@UticaK12.org

Frequently Asked Questions

Q: What if my senior's senior pictures aren't back from the studio yet?

A: There is not a requirement to use a senior portrait, often candid photos capture a child's personality better than a professional shot. However, if you definitely want to use a senior picture and it is not yet available to you, you may turn in your order late for an additional fee of \$10.

Q: Can I reserve a space by simply calling or giving you a check?

A: No. Please understand it would be unfair to begin that practice. We need ALL materials (money, photos & text) to guarantee space.

Q: Can our family purchase multiple messages?

A: Yes. However, if space becomes limited, priority will be given to parents and guardians. You will receive a call regarding reduction in other family members' messages if it is necessary for us to make changes in order to provide space for more seniors to enjoy messages.

Q: Can I/we purchase an ad for a group of seniors?

A: Yes! This is a great opportunity for parents to gather up old photos of childhood friends or sports teams. Please submit all photos at the same time.

Q: Do we have to send a check? Or can we send cash?

A: Yes, we accept both check and cash payments. When sending a check, please make it out to Eisenhower Yearbook. Credit card payments are also accepted through www.itsyouryearbook.com (as explained at the bottom of page 1)

Q: What should we do if we only have one copy of the photo we want to use?

A: Please see the below section.

Q: What do we do with digital photos?

A: Please see the below section.

Photo Submissions

2 options for submitting digital photos:

1. Send your photos in on a CD (the CD WILL NOT be returned to you).
2. Send in printed photos (high quality copies preferred).

WARNING: Our computer program will only allow us to place high resolution/DPI photos on our pages; we've experienced problems in the past with digital images being too small for placement.

Returning Your Hard Copy Photos To You

Yearbook staffers will scan all photos for senior messages.

- If you DO NOT need your photos back, please note that on your order form.
- If you'd like your photos returned to you after we have completed our proofs and your child's message is set to print, you must send a self-addressed stamped envelope large enough to hold all of your photos with your order.
- DO NOT send us the only copy of a professional/precious photo - while damage is unlikely, we do not want to risk hurting or losing a very special image.

ALL PHOTOS MUST FOLLOW DRESS CODE!

No shirts off, low cut/halter/spaghetti straps.

PLEASE DO NOT attempt to e-mail us your photos.

DO NOT copy photos from Facebook; they won't be high enough resolution.

