



June 2008

Dear Parents and Students,

As another great year at Episcopal begins, you and your child will be busy with numerous courses and extra-curricular activities. As a parent of a senior, there are several important things that you need to know and understand regarding the production of the yearbook, especially the senior section and senior ads.

Each senior must submit his or her favorite baby picture and senior quote for the senior section of the yearbook. These items will be placed in the yearbook at no cost to you. Senior pictures will be taken exclusively through Leonard's Photography. You are at no obligation to purchase pictures; however, there will be a nominal sitting fee. Senior ads are typically purchased by parents, grandparents or friends of a senior, and the ad page is placed "in honor" of the senior. The yearbook must adhere to very strict deadlines decided by the publishing company. Therefore, please make special note of the due dates for the senior section and senior ads as we cannot make exceptions.

Included in this envelope is information to help you through this important and copious process. Please read all the information provided as it may answer your questions or address your concerns. If you have any additional questions, please call 904.396.5751 ext. 1415 and leave a message. Be sure to leave your name and number, and we will be happy to return your call as soon as possible; however, we will not be in the yearbook office over the summer, but we will check our messages once a week and try to return your call in a timely manner. We appreciate your help in making the yearbook a success.

Thank you,

Meredith Adkins, Editor-in-Chief  
Catherine Buckingham, Editor-in-Chief

Enc.: Deadlines and Information for the Senior Section and Senior Ads  
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## DEADLINES AND INFORMATION FOR THE SENIOR SECTION AND SENIOR ADS

### SENIOR PICTURES:

Senior pictures will be taken exclusively by Leonard's Photography. Pictures will be taken on the Episcopal High School campus on Tuesday, May 27 and Wednesday, May 28, and Leonard's will return to campus in the fall on Monday, August 18. Information will be sent home to all senior regarding the date and time of their appointment. If your child is unable to pose for a senior portrait on the dates mentioned above or would like to make an appointment over the summer, they can schedule an appointment with Leonard's Studios at 1.800.874.0494.

You are not obligated to purchase packages through Leonard's; however, there will be a nominal sitting fee for the senior portrait. Additionally, Leonard's will require you to select a senior portrait for the yearbook. If you fail to choose a senior portrait by the date specified by Leonard's, they will choose a picture for you! **Seniors MUST sit for their senior portrait with Leonard's by Friday, October 1, 2008.**

### SENIOR QUOTE:

Each senior must submit their senior quote electronically via e-mail to [ehsyearbook@yahoo.com](mailto:ehsyearbook@yahoo.com). When submitting the quote, please inform your senior to place their first and last name and the words "senior quote" in the subject field of the e-mail. Make sure the quote used is appropriate. If the quote is deemed inappropriate, we will choose something suitable. Do not submit quotes that make reference to illegal substances, alcohol, sex or partying. Additionally, if you fail to submit a quote by the deadline, we will choose a quote for you. Seniors, please include your first and last name in the subject field of the e-mail. The quote can be no longer than 35 words. Be sure to give credit to the appropriate individual(s). Don't forget to check for spelling and grammatical errors. **Submit the quote electronically by Friday, August 15, 2008.**

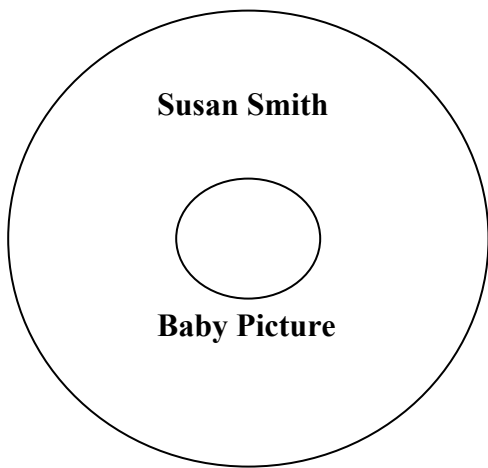
Sample Senior Quote:

<b>TO:</b>	<a href="mailto:yearbook@episcopalhigh.org">yearbook@episcopalhigh.org</a>
<b>RE:</b>	Susan Smith – Senior Quote
<b>MESSAGE:</b>	“Begin at the beginning...then go on till you come to the end, then stop.”  -Lewis Carroll, <i>Alice's Adventure in Wonderland</i>

## **BABY PICTURE:**

Pictures must be submitted on a CD. (This process is not as intimidating as it sounds!) **Originals will not be accepted.** If you are unable to make a CD at home, Walgreens has a photo department that will be more than willing to assist you. Simply take the original pictures into your local Walgreens and ask them to scan the pictures on a CD. The cost is under \$5.00. If you are also submitting a senior ad, you can include the baby picture on the same CD, but please indicate on the Senior Ad Order Form which picture you would like to use as the baby picture. Please be sure to properly label your CD with the senior's first and last name and the words "baby picture." **Baby pictures must be submitted on a CD by Friday, August 15<sup>th</sup>.**

Sample Baby Picture CD:

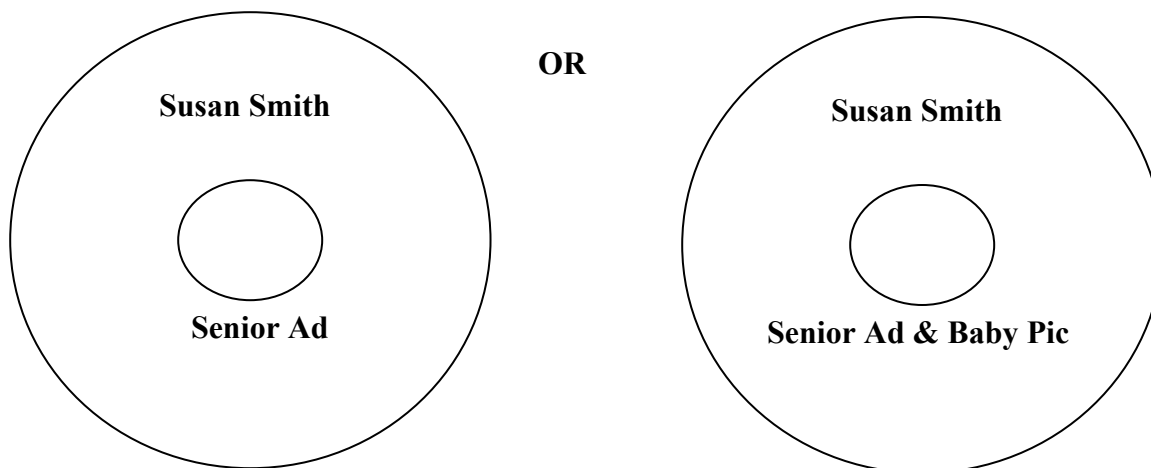


## **SENIOR ADS:**

Parents (or grandparents or friends) have the option of taking out a full-page or half-page ad "in honor" of a senior. In order to keep a common design throughout the senior ad section, we ask that parents submit the appropriate text (message) and no more than 10 pictures for a full-page ad. For half-page ads, please send no more than 5 pictures plus a message. Please do not include design suggestions or special requirements as we have a talented staff that will layout the pictures for you.

Pictures must be submitted on a CD. (This process is not as intimidating as it sounds!) **Originals will not be accepted.** If you are unable to make a CD at home, Walgreens has a photo department that will be more than willing to assist you. Simply take the original pictures into your local Walgreens and ask them to scan the pictures on a CD. The cost is under \$5.00. Please be sure to properly label your CD with the senior's first and last name and the words "senior ad." Keep in mind that when choosing pictures they must be appropriate for readers of all ages. If pictures are deemed inappropriate, they will be cut from the yearbook without notice.

Sample Senior Ad CD:



Messages to be placed on the senior ad must be submitted electronically via e-mail to [ehsyearbook@yahoo.com](mailto:ehsyearbook@yahoo.com). When submitting the message, please write the first and last name of the senior and the words “message from parents (or grandparents or friend)” in the subject field of the e-mail. Be sure to check for correct spelling and grammar.

Sample Senior Ad Message:

<b>TO:</b>	<a href="mailto:ehsyearbook@yahoo.com">ehsyearbook@yahoo.com</a>
<b>RE:</b>	Susan Smith – message from mom and dad
<b>MESSAGE:</b>	We are so proud of you and all your accomplishments. Remember, always follow your dreams. “With God, all things are possible.” Matthew 19:26  Love, Dad, Mom, Joey and Eric

Please refer to the Senior Ad Order Form for more information about purchasing an ad for the 2009 *Talon* yearbook. **THE ENTIRE SENIOR AD (PICTURES, MESSAGE, AND ORDER FORM) MUST BE POSTMARKED BY FRIDAY, AUGUST 15<sup>TH</sup> – NO EXCEPTIONS. IF ANY PORTION OF THE AD IS NOT SUBMITTED BY THE DUE DATE, AN ADDITIONAL CHARGE OF \$20.00 PER DAY WILL BE ADDED TO THE OVERALL COST OF THE AD!**

## **FREQUENTLY ASKED QUESTIONS**

### **WHY ARE SENIOR ADS SO EXPENSIVE?**

Senior ads, business ads and book sales generate the income necessary to produce a yearbook. Episcopal High School DOES NOT contribute any monies to publish the yearbook. In 2008 the cost of publishing alone was over \$100,000. However, this did not include software, office supplies, cameras and camera equipment, computers, printers or scanners. Therefore, the yearbook staff of Episcopal High School was completely responsible for raising enough money to publish a 528-page book along with creating the book itself, while still maintaining a full academic workload and participating in extracurricular activities.

### **HOW DO I GO ABOUT SELECTING PICTURES FOR THE SENIOR AD?**

Senior ads should reflect a students' Episcopal experience along with the friends and family that supported them along the way. With that in mind, please limit the number of baby pictures as they do not reflect the seniors' Episcopal experience. Try to think back to pictures reflecting their participation in a school production or in an athletic event. Did your child win any awards? Do you have pictures of your child with all his or her friends from middle school? You may also want to include a picture that represents the person/people purchasing the ad. Keep in mind that when choosing pictures they must be appropriate for readers of all ages. If pictures are deemed inappropriate, they will be cut from the yearbook without notice.

### **DO I HAVE TO PURCHASE AN AD OR SHOULD I FEEL OBLIGATED TO BUY A CERTAIN AD SIZE OR NUMBER OF PAGES?**

You are under no obligation to purchase a senior ad. Additionally, you should not feel obligated to buy a certain ad size or more than one ad. The yearbook staff can only allow a certain number of ads for the sheer size of the book. Therefore, the maximum number of ads purchased "in honor" of a senior will be two full pages.

### **WHY AM I LIMITED TO A CERTAIN NUMBER OF PICTURES?**

The number of pictures is limited to the amount of space on a page. In year's past, we have accepted more pictures; however, we have found that by limiting the number of pictures on the page it allows the staff to be more creative and have more flexibility with cropping. Also, you are not required to submit the maximum number of pictures. Some ads only have one picture with a message. It is truly a decision we leave up to you.

### **WHAT IS THE BIG DEAL WITH THE DEADLINES?**

Often we are asked if we can "squeeze" in another ad after our deadlines or if we can extend the date on senior pictures, but the answer is no. The bottom line is our publishing company gives us a list of deadlines which we must follow. Every time we fail to make a deadline, we are charged overtime, and the date for the release of the book is pushed back. Therefore, even though your child is important, we cannot make exceptions because we will impact our budget and, quite possibly, the entire student body with a late book.

**EHS Yearbook Staff Only**

**Paid in Full**     **Message Received**     **Pictures Received on CD**



**SENIOR AD ORDER FORM**  
**2009 TALON**

**PURCHASER'S INFORMATION – PLEASE PRINT!**

Purchaser's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Street City Zip

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

**SENIOR AD INFORMATION**

Choose one of the ad sizes below:

\_\_\_\_\_ **Full-Page** \_\_\_\_\_ **\$400 (10 picture maximum)**

\_\_\_\_\_ **Half-Page** \_\_\_\_\_ **\$275 (5 picture maximum)**

Senior's Name \_\_\_\_\_

(as it will appear on the senior ad page)

Complete all that apply:

\_\_\_\_\_ Yes, I have included the baby picture on the senior ad CD

**IF YES**, please write a detailed description of the baby picture you wish to be placed next to the senior's portrait: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ I am submitting the baby picture on a separate CD

\_\_\_\_\_ No, I am NOT submitting a baby picture of my senior

\_\_\_\_\_ # of pictures I have submitted on the CD (excluding the baby picture)

***The following agreement is a binding contract between the purchaser and the Episcopal High School Yearbook Staff. By signing here, you agree to all the requirements for placing a senior ad in the 2008 –2009 edition of the yearbook. I also understand that if I fail to submit all parts of the senior ad by Friday, August 15<sup>th</sup>, 2008, I will incur a \$20 per day late fee, which will be paid BEFORE my ad is processed.***

Signature \_\_\_\_\_ Date \_\_\_\_\_

## CHECKLIST AND MAILING INFORMATION

### Before mailing the senior ad review the checklist:

- Signed and completed the **entire** senior ad order form
- Included payment (check only – make checks payable to **EHS Yearbook**)
- Sent** message to [ehsyearbook@yahoo.com](mailto:ehsyearbook@yahoo.com)
- Submitted pictures on a CD which is labeled appropriately
- Labeled baby picture (if applicable)
- Postmarked or submitted all the above to the address below by **Friday, August 15<sup>th</sup>**

### Mail to:

Yearbook – Senior Ad  
Episcopal High School  
4455 Atlantic Boulevard  
Jacksonville, Florida 32207

Or **drop it off in the main office** in an envelope reading **Attention: Yearbook – Senior Ad**

### Deadline Checklist:

- Submitted the ENTIRE senior ad by Friday, August 15<sup>th</sup>
- E-mailed a message for the senior ad by Friday, August 15<sup>th</sup>
- E-mailed a senior quote by Friday, August 15<sup>th</sup>
- Submitted a baby picture by Friday, August 15<sup>th</sup>
- Posed for a senior portrait by Friday, October 1<sup>st</sup>