

DEER CREEK-MACKINAW

YEARBOOK

TOKSALI

Dear Parents,

Through your own words and pictures, you can relive your memorable moments with your senior student. These ads will not only be a perfect gift to your child, but you will be supporting the Dee-Mack yearbook, *Toksali*. Students enjoy seeing special messages, words of encouragement and funny childhood photographs from their parents, grandparents, and other family. Childhood pictures and/or recent photos can be included in the ad.

- **Do NOT send any photos that cannot be replaced.**
- **Please remember that high school age photos need to meet school attire guidelines.**
- Toksali staff will try to ensure that the photo will be returned to you, but sometimes a photo is lost or damaged. **The Toksali staff is not liable for photos.**
- **Do NOT cut, tape, staple, or fold photos.** Photos that have been cut, taped, or folded cannot be used.
- **Digital photos** can be emailed or sent on a CD or flash drive and they need to have a **resolution of at least 300 dpi. Anything smaller may look fuzzy/unpleasant in print.** Digital photos may be e-mailed to **jmclemor@deemack.org.**
- If you do not want certain areas of the photo to appear in the ad, include a note explaining what portion of the photo you wish to appear.
- Because of copyright issues, **you will need to secure permission for photographs** other than your own for one-time usage. Please send the copyright release with the photos.
- For best quality, please restrict the number of photos and text to a reasonable amount per size of ad.

  1/8 page – 1 photo
  1/4 page – 2 photos
  1/2 page– 5 photos
  Full page– 12 photos

- Photos will be **returned at graduation practice in May.**
- Please let us know if you want a proof of the ad e-mailed to you before publication.

All ads in the *Toksali* yearbook are in full **COLOR!**

Deadline: extended to **MAY 1st!!**

Please e-mail Mr. McLemore at jmclemor@deemack.org if you have any questions.

Senior Ad Contract

Name of Student:_____

Name of Person Purchasing Ad:_____

Relationship to Student:_____

Address:_____

City/State/Zip:_____

Phone Number: ( )_____Fax: ( )_____

E-mail:_____

Please circle your choice for ad size:

1/8 - $50

1/4 - $85

1/2 - $150

Full - $250

- Ads are **NOT** considered meeting deadline until **ALL photos/text are submitted and payment is received.**
- Write the messages you wish to place in the ad on a separate sheet of paper.
- For best quality, do not exceed the number of pictures for each size of ad.
- **Photos will be returned at graduation practice in May.**
- Carefully write your student's name and address on the back or your photos without pressing hard. Mailing labels work the best for this. We make every effort to ensure the photo's safety.
- **The Dee-Mack Toksali Staff is not responsible for lost or damaged photos.**
- Ads can be dropped off at the Dee-Mack main office or mailed to:

Dee-Mack High School
401 E. Fifth
Mackinaw, Il 61755
Attn: Joe McLemore

- **Make checks payable to DCMHS Yearbook.**
- **Full payment must be included with all ads.**

I acknowledge and adhere to all the terms and conditions the Toksali Yearbook has laid out, and I have received permission for a one-time usage of all photos submitted for inclusion in the 2015 Dee-Mack Yearbook (include copyright permission form).

Name:_____Date:_____

Full page

approximate size:

7 1/8” X 9 1/16”*

Limit text to 170 words or less
Limit 12 pictures

Senior Ad Contract

NOTE: If your text or number of photos is over the limit, then the size of your font and pictures will be fairly small.

***The ad sizes will differ slightly depending on the size of the margins that the yearbook editor chooses.**

1/4 page

approximate size:

3 7/16” X 4 7/16”*

Limit text to 50 words or less
Limit 2 pictures

1/8 page

approximate size:

3 7/16” X 2 1/16”*

Limit text to 35 words or less
Limit 1 picture

1/2 page

approximate size:

7 1/8” X 4 7/16”*

Limit text to 80 words or less
Limit 5 pictures