SENIOR ADS

Parents (or grandparents or friends) have the option of taking out a full-page, half-page, or fourth-page ad, in honor of a senior. **NOTE: ONLINE SALES WILL OPEN JULY 1, 2021.**

To purchase a senior ad after July 1, go to [www.yearbookordercenter.com](http://www.yearbookordercenter.com). Go to “search by school name” and type in “Bishop Moore.” Click on “Buy a Yearbook Ad.” Choose an ad size and price for your dedication, follow the steps below to build your senior ad, and then pay for the ad after it is created. **NOTE: Senior Ads are only sold online. On campus orders will not be accepted.**

Prices:

**Full-page** (Allows up to 10 images):

- $400 (due August 27) **or** $425 (due September 10) **or** $450 (due September 24)

**Half-page** (Allows up to 6 images):

- $250 (due August 27) **or** $275 (due September 10) **or** $300 (due September 24)

**Fourth-page** (Allows up to 3 images):

- $150 (due August 27) **or** $175 (due September 10) **or** $200 (due September 24)

**Online Ad Creator:**

Step by Step Video tutorial instructions to create your Senior Ad:
[https://herffjones.wistia.com/medias/9ae05wtefm](https://herffjones.wistia.com/medias/9ae05wtefm)

With Online Ad Creation you can easily create a beautiful ad that expresses your love for your student and your pride in his or her accomplishments.

**GETTING STARTED**

1. Go to [www.yearbookordercenter.com](http://www.yearbookordercenter.com)
2. Enter your school’s order number OR search for your school by name.
3. Verify that the selected school is correct and click continue.
4. Click Buy a Yearbook Ad.
5. Choose your ad size/type.
6. Then select Student or Business and search for your student’s name. The listed name is usually your student’s official given name at the school. If you can’t locate your student’s name, you have the option to add a name to the list.
7. Click Next. Then log in with your credentials or create a new account.
8. After you are logged in, pick an ad template from the available options.
CREATE
The template will open in the design area where you can begin creating the ad. Follow the steps below to add your photos, enter your text and format your ad.
NOTE: Our school chooses specific formatting options available in the ad editor. The formatting options help ensure consistency among the ads and coordination with the yearbook’s design.

ADD PHOTOS
1. Click to open the Photos tab on the left.
2. Click Upload at the top right. Browse your device to select the photos you want to upload.
3. When the upload is complete, your photos will show up in the Photos tab.
4. To place an image on the ad, select one of the image frames on the ad. Then click on one of the images in the Photo tab. On a computer, you can also drag and drop an image on a frame.
5. When an image is placed, use the slider under the image to make the image larger or smaller in the frame. You can also click the + / - buttons to make size adjustments.
6. Click and drag on the image to reposition it inside the frame.

**PRO TIP:** It is best to upload the original image rather than an image taken from social media. Typically, images taken from social media are not large enough for quality reproduction. If you see an icon like this on an image, it means the image has a low resolution and may not print at the highest quality.

ADD TEXT
The text formatting options are set by the yearbook staff to ensure consistency with the rest of the yearbook.
1. Select one of the text frames, and a text entry box will appear on the screen.
2. Type a message in the box, and the text frame on the ad will update to reflect the text you entered.
3. The formatting options will appear in the Text panel on the left. Adjust the text settings.

REVIEW AND APPROVE YOUR AD
1. When you have completed the edits to your ad and are ready to complete the purchase, save your ad and click the Continue button.
2. In the next step, review the proof of your ad by clicking the View Proof link.
3. If you are satisfied with how the ad looks, place your initials in the box to indicate your understanding of the stated terms and policies.
4. Then click Add to Cart and complete the checkout process.

NOTE: You must complete and purchase your ad before the posted deadline for it to be included in the yearbook.

**Leonard’s Images for Dedication:**
In order to include any images from Leonard’s Studios, you must purchase the digital files directly from Leonard’s in order to place them on your dedication. Leonard’s will not send any images for dedications to the yearbook staff. Note: You must be photographed and have your images returned by the senior ad deadline in order to use these images on your senior ad.

**YOUR DEDICATION MUST BE FULLY DESIGNED BEFORE YOU CAN PURCHASE THE DEDICATION. THIS MEANS YOU MUST HAVE THE ENTIRE PAGE CREATED BY THE DEADLINE OR THE PRICE WILL INCREASE.**
FREQUENTLY ASKED QUESTIONS

How do I go about selecting pictures for the senior ad?

Senior ads should reflect a student’s high school experience at Bishop Moore, along with the friends and family who provided support along the way.

Are there certain pictures the yearbook staff will not accept?

We cannot accept photos featuring two-piece or revealing bathing suits, revealing outfits, bare midriffs, unclothed infants/toddlers, tattoos, or males with torsos exposed (shirts off). Images with any type of hand gesture or red solo cups will not be accepted. In an effort to be consistent with our BMC policies, political statements of any kind are not permitted as stated in the student handbook.

Do not submit any images, graphics, or photos that contain any copyrighted material or registered trademarks unless you are also submitting at the same time a letter from the owner of the copyright or trademark granting written permission to use the material. Examples would be Disney characters, logos, professional sports teams, brand names, etc. Otherwise, we are not allowed to reprint these logos or images.

If you do submit these images, the yearbook staff will contact you to remove them from your page before it will be published. If an image needs to be replaced, you will be contacted by December 1. Administration reserves the right to deny an image. The administration reserves the right to edit any pictures that are not within compliance with the BMC handbook and policies.

Do I have to purchase an ad, or should I feel obligated to buy a certain ad size?

You are under no obligation to purchase a senior ad. In addition, you should not feel obligated to buy a certain ad size.

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 addition, you are not required to submit the maximum number of pictures. Some ads only have one picture with a message. The decision is left up to you.

Can I design my student’s dedication?

Yes! Using the Online Ad Creator you will be able to choose from a variety of templates that work for you. You will then add your photos and text directly to the senior ad. The yearbook staff will not design your page for you. If you are having any trouble, view this link: https://herffjones.wistia.com/medias/3qkxf6ytcs?wvideo=3qkxf6ytcs. Note: You must use the pre-selected templates, fonts, and colors within your ad.

After submitting the pictures for the senior dedication, when will I receive a proof?

When you have completed the edits to your ad and are ready to complete the purchase, save your ad and click the Continue button. In the next step, review the proof of your ad by clicking the View Proof link. If you are satisfied with how the ad looks, place your initials in the box to indicate your understanding of the stated terms and policies. Then click Add to Cart and complete the checkout process. Once you checkout, no changes can be made to the senior ad.

Are there additional items I can purchase with my student’s senior dedication and yearbook?

Additional items can be purchased which include autograph supplements, plastic dust covers, World Yearbooks (add on in the back of the book of major events occurring nationally in the current school year), and first and last name stamps on the
cover of your book (seniors only). These items can be purchased when you order your yearbook on the Yearbook Order Center website.

**What's the big deal with the deadlines?**

We’re often asked if we can squeeze in just one more ad after our deadline has passed, or if we can extend the deadline on senior pictures. The answer is **no**. Our publishing company gives us a schedule that we must adhere to. Every time we fail to make a deadline, we are charged overtime, and the yearbook release becomes later and later. Therefore, even though we know that every senior is important, we cannot make exceptions because of the impact it has on our budget and potentially on the entire student body with a late book.