

# POLARIS YEARBOOK 2020 2021

July 2020

Dear Parent/Guardian,

Congratulations! You are the proud parent of a North Star senior! Here is some IMPORTANT INFORMATION you need in regard to **YEARBOOK PHOTO** and **SENIOR AD** deadlines for your senior.

## **SENIOR PHOTO SUBMISSION**

Hopefully your senior has either scheduled or taken his/her senior photos.

**The DEADLINE TO SUBMIT SENIOR PHOTOS IS OCTOBER 31.**

Due to publishing deadlines, any senior who submits his/her senior picture after October 31 will NOT have their senior photo included in the yearbook. The picture featured will either be his/her Lifetouch picture or his/her photo will not be included. Please note, if your student did NOT get a photo taken during School Readiness days in July, on the first day of school in August, or on the picture retake day, NO PHOTO will be included.

Guidelines for senior picture specifications can be found on the Lincoln Public Schools website by typing "senior photos" into the search bar, or on the North Star website and clicking on "Yearbook" under Popular Pages on the right hand side. Information is also included with this letter.

Once a senior photo has been submitted, your student's name will appear on a list located in their Class of 2021 Google Classroom page.

## **SENIOR AD PURCHASES**

If you are looking for a way to publicly recognize your senior, a personal ad in the yearbook is a great way to do it. Personal ads come in a variety of sizes and are available at several price ranges. Enclosed is a rate sheet to show you the spectrum of ad prices. The Yearbook staff will create your ad based on the photos you submit. Please note the number of photos you may submit based on the ad size you are purchasing.

When selecting your photos for the ad, choose photos that are crisp and clear, have good color, are free of scratches, are not copyright protected, and, if digital, have a high resolution and are unedited (look for 1MB or higher images.) This will help make the process easier and ensure a quality ad. Photos downloaded from social media will **NOT** work - their resolution is too low.

There are a limited number of pages available for senior ads, so please don't procrastinate. Once all the pages are filled, no more ads will be sold. No ads will be accepted after Friday, Feb. 26, 2021.

If you have any questions, please feel free to contact me at [cnevitt@lps.org](mailto:cnevitt@lps.org) or call North Star Publications at (402) 436-1305 ext. 65261 or 65180.

Sincerely,

Christina Nevitt  
Publications Adviser



# SENIOR PHOTO SUBMISSION INFORMATION

This information can also be found on the North Star website

## SENIOR PICTURE DEADLINE:

- The deadline to submit senior photos to the yearbook is October 31 for all LPS high schools.
- Photo placement in the yearbook cannot be guaranteed if photo is received after this date.
- Seniors' LifeTouch photo will be used if another photo is not submitted.

## PHOTOGRAPHERS:

- You may go to any photographer you choose.
- The photograph submitted for use in the yearbook must meet the specifications set by each school's yearbook adviser.
- Take the specifications with you to your photo shoot to make sure your photographer is aware of the requirements. Make certain your photographer agrees to follow these specifications BEFORE you have your picture taken.
- It is recommended to obtain estimates of costs from several photographers before making an appointment.

## SPECIFICATIONS:

- Photo should be four-color digital images, submitted electronically.
- Photo should be high resolution (225 dpi), saved in JPEG format.
- Photo should be cropped and resized to vertical, wallet-size photo (approximately 2"x 3" tall). Please leave 1/8 of an inch between the top of the head and the top of the picture.
- The background should not be distracting and should contrast with student's clothing color (medium-toned, neutral-color backgrounds preferred).
- The student's head and face should stand out from background and have sufficient contrast.
- The student's pose should be a basic head-and-shoulder shot, preferably full front or slightly to the side. Avoid extreme angles and hands in photo. The student's hands/arms should not be on or near the face.
- Clothing should be school appropriate (avoid wording/inappropriate images or logos on clothing).
- No props (including pets) or hats are allowed and no items (i.e. tree trunk, fence, etc.) should appear in front of the student.
- Photos may be cropped by the school for uniformity of size. Hands and arms will be cropped as necessary since head-and-shoulder shots are requested.

## ELECTRONIC SUBMISSION INSTRUCTIONS:

- Crop and resize original to vertical wallet-sized 2" X 3" photo. Please leave 1/8 of an inch between the top of the head and the top of the picture
- Save as high resolution at 225 dpi in JPEG format
- Name file with student's name (last\_first.jpg, example: jones\_john.jpg)
- Visit <http://www.lps.org/apps/yearbookupload> or go to the North Star website at [lps.org](http://lps.org). Click on the "Parents" or "Students" tab at the top and select "2020-2021 Yearbook Information."
- Enter the student's first name, last name and select their home school.
- Select the digital file on your computer and submit the form.
- Repeat this process for any additional students whom you need to submit.
- PLEASE NOTE: You will NOT receive a confirmation that your photo has been received by the North Star yearbook staff. Seniors MUST check the "Senior Photos Received/Approved" list on their "Class of 2021" Google Classroom.

**QUESTIONS:** Please contact adviser Christina Nevitt at [cnevitt@lps.org](mailto:cnevitt@lps.org) or (402) 436-1305 ext. 65261 or 65180 with questions or concerns.

# POLARIS YEARBOOK

2020  
2021

## SENIOR AD ORDER FORM & INFORMATION

**DUE BY FEBRUARY 26, 2021 (by availability)**

Please mail your ad order form to North Star High School, drop in the main office, or order online at [www.walsworthyearbooks.com](http://www.walsworthyearbooks.com)

Student's Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Home Address: \_\_\_\_\_

Email: \_\_\_\_\_

(We must have an email address for questions/concerns/proofs. You will have 48 hours to respond to the proof email. Proofs will be sent out the last week of February.)

**SENIOR AD PRICES:** Please check what you are ordering (size, price). Do NOT enclose copyright protected pictures without written consent included with your ad form.

	<u>Sizes</u>	<u>Price</u>	<u># of photos possible for ad size</u>
<input type="checkbox"/>	1/2 Page	\$150	1-5 photos
<input type="checkbox"/>	1/4 Page	\$80	1-3 photos
<input type="checkbox"/>	1/8 Page	\$45	1-2 photos

### AD STATUS

\_\_\_\_\_ Surprise  
 \_\_\_\_\_ Child is aware  
 of the ad

# of printed or "real" photos enclosed = \_\_\_\_\_

# of digital photos included = \_\_\_\_\_

### DOMINANT PHOTO:

I don't have a preference

or \_\_\_\_\_

Senior Ad Total: \_\_\_\_\_

I would also like to purchase a yearbook for my student for an additional \$65: \_\_\_\_\_

**TOTAL PAYMENT AMOUNT:** \_\_\_\_\_

**PAYMENT:** Make checks payable to Lincoln North Star HS.

All ads must be **PAID IN FULL** with the order.

**SIGNATURE:** I have read the conditions regarding my student's ad and understand that if any part is not correct, I will not be saved a space. I also understand that pictures and payments alone do not guarantee me an ad. I also certify that all pictures are original, non-profession, non-copyright restricted pictures. **Please make a copy of this contract for your records, as one will not be mailed to you.**

\_\_\_\_\_  
Signature of advertiser/parent/guardian

\_\_\_\_\_  
Date

### STAFF USE ONLY

Date Payment Received: \_\_\_\_\_ Amount Paid: \_\_\_\_\_  Check # \_\_\_\_\_  Cash  Credit Card

Receipt Sent Date: \_\_\_\_\_ Staff Initials: \_\_\_\_\_

Proof Email Date: \_\_\_\_\_ Staff Initials: \_\_\_\_\_

Pictures Mailed Date: \_\_\_\_\_ Staff Initials: \_\_\_\_\_

## SENIOR ADS CHECKLIST - Please READ BEFORE picking photos

**AD TIPS:** Please make sure you read the information below, as it will help alleviate problems. Use this as a checklist for your ad. All ads must be correct to be accepted. Payment and pictures do not guarantee ad space. Please note we reserve the right to edit copy as necessary for style, spacing, grammar, and punctuation.

### **AD SPECIFICS:**

Please **type** and include one or both of the following choices:

- Parent/family message to student
- Inspiration or memorable quote (i.e. - author quote, biblical verse, short poem, song verse, etc.) and where it is from or who it is by.

### **GENERAL INFO:**

- Please mail your ad order form to Lincoln North Star High School, drop off in the main office, or order online.
- If this is a surprise for your child, please indicate on the front of the form, just in case we have questions.
- All writing (copy) should be typed to guarantee proper wording. Please submit your Word document with order form.
- The yearbook ads staff will design the pages; submitted collages will **NOT** be printed.
- Only legal names are used to identify the ad. Nicknames can be used in your message.
- Get your materials quickly. **There are a limited number of pages.**
- You must pay in full when purchasing an ad.
- Incomplete ads will **NOT** be accepted.
- Late ads will not be accepted.

**IMAGES FROM FACEBOOK,  
TWITTER, INSTAGRAM OR ANY  
OTHER SOCIAL MEDIA SITE OR  
WEBSITE WILL NOT WORK.**

### **REGARDING PICTURES:**

- If you have a picture in mind to be the dominant photo, indicate that to us.
- If you use digital pictures they must be originally family photos (not scans of professional prints). Please submit in JPEG format.
- Digital photos must be high resolution. Generally if pictures have a 1MB or higher memory, they will work.
- Do not print digital photos.** Submit original, unedited photos on a CD or flash drive. We can crop the photos to fit.
- Photos copied on a photo machine or color copies will **NOT** be accepted. We need originals.
- Copyright protected photos will **NOT** be printed unless we have written permission included with the ad. Written permission must be submitted with the order form and photos. **Emailed written permission will NOT be accepted.**
- Do not send photos that are irreplaceable. We cannot guarantee their return.
- Any pictures that are creased, cut, scratched, or ripped will appear that way in the ad in the yearbook. Staff members will not fix damaged photos.
- With a ballpoint pen, lightly label the back of your student's pictures with his/her full name.
- Please choose photos free of distractions (i.e. - hand signs, busy backgrounds, etc.)

### **PROOFS:**

- We will send you a proof of your ad via email. You will have 48 hours to respond and make corrections. **THIS PROOF IS TO ENSURE ALL PICTURES ARE ON THE PAGE, THE STUDENT'S NAME IS SPELLED CORRECTLY AND MESSAGE IS CORRECT AND FREE OF ERRORS. The proof is NOT to make changes to the design.**
- We assume you originally submitted photos you want to be in the ad. In the event you wish to change a photo after the ad has been accepted or in the proof state, there will be a **\$20 fee per picture changed.**
- Emailed proofs will come from **linsyearbook@lps.org**. Please check your junk mail/spam folder to ensure proofs do not filter there.

### **RETURNING ITEMS:**

- If you would like your pictures returned, please provide a self-addressed stamped envelope, sized to fit the photos you are providing. If pictures do **NOT** fit in the envelope, they will not be mailed back to you.
- Photos will be mailed in early May. If you do not provide a self-addressed stamped envelope your student will need to pick up the photos on distribution day or in the main office thereafter.

**QUESTIONS:** Please contact adviser Christina Nevitt at [cnevitt@lps.org](mailto:cnevitt@lps.org) or (402) 436-1305 ext. 65261 or 65180 with questions or concerns.

**DEADLINE: EVERYTHING MUST BE RECEIVED BY FRIDAY, FEBRUARY 26, 2021 (BY AVAILABILITY)**