

MADISON CENTRAL SCHOOL
CLASS OF 2021
IMPORTANT YEARBOOK INFORMATION FOR SENIORS

To Parent(s) / Guardian(s) of the Class of 2021:

Congratulations – your student is a *senior*!! It will certainly be a busy and exciting year. We would like to inform you of some important dates and information concerning the yearbook. If you have not done so already, please make arrangements to have your student’s senior portrait taken. This letter will explain the policies and procedures for senior portraits. If your photographer will be providing you with digital files, you may wish to show this letter to them so that they are aware of our yearbook requirements.

Portrait & Baby Photo Deadline: Monday, November 2, 2020

Photo Style & Guidelines:

Students may, of course, choose any style portrait for their personal purchases. We ask that you take at least one shot using the criteria stated below for use in the yearbook:

- ~ Please submit at least one formal picture, but two would be better. One is for the senior picture spread and should be **vertical**. The other is for the Senior Will spread. This one can be less formal and reflect the student’s interests (please, no photos with guns or bows), but it doesn’t have to.
- ~ Students must comply with the school dress code and use appropriate poses.
- ~ We prefer students not wear sunglasses, hats or any other distracting or identity-concealing accessories.
- ~ We prefer that students submit full-color photos.
- ~ **We reserve the right to crop a photo as necessary.**

Technical Guidelines:

If you submit a print, we will scan it. If submitting a digital image, please follow these specifications:

- ~ 300 dpi resolution, RGB color, **saved as a JPG file.**
- ~ **Dimensions: 2” x 3”**
- ~ Camera phones may not provide a quality image.

The senior photo layout will also include up to **3 small photos of each student as a child**. In addition to these, there is a senior sibling section as well. You can choose to send in a recent picture of the senior and their siblings (traditionally just the siblings still at MCS) or the yearbook staff can gather them and take a picture at school. If your senior wishes to participate, please submit these photos by the **November 2nd** deadline as well.

- ~ Due to Covid-19, I am strongly encouraging you to submit your child photos electronically via email to abarrett@madisoncentralny.org or through the Senior Packet Google Form (all seniors have access to this). Please let me know if you are having difficulty submitting them electronically.

Other Portrait Options:

While many students have a package of portraits taken at a photo studio, the yearbook staff does not require a studio portrait, as long as we receive a professional-quality photo. In some cases, students have had portraits taken by family members or friends who are accomplished photographers. Seniors may also opt to use the portraits that will be taken during school on **Tuesday or Thursday, September 22nd or 24th** (depending on which team they are on) by **BJK Photos**. At that time, all seniors will be photographed for student ID purposes. The yearbook staff strives to include a portrait of every senior. If a professional picture is not submitted by the deadline, the school ID picture will be used in the yearbook.

Madison Central School Yearbook

Senior Recognition Ad

Ad & Payment Deadline: Saturday, November 2nd.

Submissions may only be submitted online at www.jostensadservice.com.

This is your chance to “personalize” your student’s yearbook – submit an ad letting them know how proud you are of them!

Prices/Sizes for Color Ads

Process color ads are available in the following sizes:

1/8 Page:	\$35.00
1/4 Page:	\$75.00
1/2 Page:	\$125.00
Full Page:	\$250.00

Pictorial arrangements can include pictures, quotes and well-wishes from the graduating seniors’ family and friends.

Create your recognition ad online using Jostens design service templates at www.jostensadservice.com.

In the “Get Started Now” field, enter Madison Central School, then click “Yearbook Recognition Ads” to purchase and create your ad online. Or scroll down to “Order a Student Ad” in the lower portion of the webpage to create your ad. Click the Sign In or Register button. Create an Account or Sign In. On the left side of the page, select your layout.

Once you have selected your layout, you can start uploading photos by clicking on the Add Photos icon (with the green “plus” sign) on the left side of the page. You will need to click on the “Use Policy” next. After this, you will be able to upload your photos – uploaded photos will appear on the left. You can then drag and drop them into your layout. Next you can change the text in the text boxes. When you are done, you will select “Preview Ad” on the right hand side of the page. Once you have done this, you will place your senior ad in your cart and begin the checkout process. Credit cards and PayPal are accepted.

Jostens technical support is available at (800) 358-0800 – choose option 2 at the prompt.

Please submit your ad and payment no later than **Saturday, November 2nd**.

If you have any questions or concerns, please contact Amber Barrett, MADKA Advisor, at abarrett@madisoncentralny.org.

**** PLEASE NOTE: The yearbook staff reserves the right to reject photos and/or text or ask the customer to make changes to conform to school codes. ****