

# The Wataugan

SHHS Yearbook  
[stiltnerm@jcschools.org](mailto:stiltnerm@jcschools.org)

## 2018 Senior Ad Contract

### GUIDELINES for advertising in the *Wataugan* yearbook:

1. Advertisement shall have no reference in either copy (words) or photographs to any of the following: sex, profanity, swimsuits, nudity, drinking, any inappropriate language or gestures, and non-school sponsored clubs (including shirt / clothing logos). The *Wataugan* Advisor / staff has sole unquestionable right to reject any copy or photographs submitted for publication. Ad copy must be typewritten in easily understandable, coherent sentences.

**Photos will not be duplicated in other student ads.**

2. Copyrighted material, such as cartoon characters and song/poem lyrics, may not be used in advertisements without the written permission of the owner of the copyright. Anyone placing such an ad will be required to furnish the *Wataugan* Advisor / staff with an original signed legal document giving the *Wataugan* the right to use the material for free.

3. Photographs will be returned to you by the end of the school year. Please do not submit any irreplaceable photographs; however, we will accept a glossy copy of the photo. **Do not submit negatives. Photographs should not be cut. Do not write on the back of the photo.** We will “crop” photos to remove parts you do not wish to show only if possible. The *Wataugan* staff will attempt to customize your advertisement to please you if at all possible. If you have a particular design in mind, please submit a sketch of the arrangement.

4. Science Hill High School / the *Wataugan* Advisor and staff shall be held blameless regarding any placement of advertisement within the yearbook. This is a student publication and students (staff) may neglect to include some or all of the advertisement. Should the advertisement in its entirety not be published in the *Wataugan*, we will refund the amount paid for the advertisement upon written request to do so. No other remedy will be given. No refund will be made for any advertisement that makes the publication but has incorrect copy or layout. No refunds will be made after 30 days upon delivery of the yearbook. Students will be permitted to see a copy of the layout before it is submitted to the publisher if materials are submitted within an appropriate timeframe.

5. Prices and ad sizes are listed below. The advertising section of the yearbook has limited space so ads are sold on a first come, first serve basis, and contracts will be accepted until such space is no longer available or the deadline passes. All contracts must be delivered in person to either the 10 – 12 main office or Mrs. Mitziann Stiltner in room 407. **Ads MUST be PAID in advance and in full to reserve space. The final contract deadline is September 22, 2017. All photos, copy, and payment must be delivered at the same time as the contract.**

### **Advertising prices:**

Full color pages	(7 – 10 pics)	\$325.00
½ page color	(5 - 6 pics)	\$200.00
¼ page color	(3 - 4 pics)	\$100.00
1/8 page color	(1 - 2 pics)	\$75.00

# 2018 Wataugan Senior Advertising Contract

Return this contract with full payment to the

Wataugan Staff, Room 407

Mrs. Mitziann Stiltner, Advisor; [stiltnerm@jcschools.org](mailto:stiltnerm@jcschools.org)

*Make checks payable to Science Hill High School. It is recommended you pay by check and maintain a copy of the cancelled check as your receipt.*

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## PLEASE PRINT

Student \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Parent \_\_\_\_\_

I have read the guidelines on page 1 and understand that the Wataugan Advisor and staff have the sole unquestionable right to refuse to print any material they deem unacceptable.

Student \_\_\_\_\_

Parent \_\_\_\_\_

**All information, including signatures, MUST be completed for contract acceptance.**

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## OFFICE USE

Date paid: \_\_\_\_\_

Page number: \_\_\_\_\_

Date copy /photos received: \_\_\_\_\_

Cash or check number: \_\_\_\_\_