

# Senior Tribute Ads - SUPER EARLY BIRD DISCOUNT

Dear Parents of the Class of 2025,

Next May your senior will be graduating from high school. We would like to offer you a wonderful opportunity to publicly display your love and affection for your son or daughter by highlighting them in the yearbook. The Harding Shield reserves space in the Senior section of the book for you to publish your final blessings, thoughts, words of encouragement, along with any favorite baby and senior portraits.

These "Tribute Ads" help to defray the cost of publishing such a large 4-color volume and have become quite a tradition that is loved by all. All you need to do to reserve your space is provide us with your message, payment, and photos.

We encourage you to have your prized photos scanned at a professional photo center (i.e. CVS, Walmart etc.) and burned onto a CD or jump drive. If necessary, we can scan them, but will NOT return the photos until after the book is published. For your convenience, we have attached advertising rates and an order form. Please return the order form and payment along with CD/photos, and personalized message by Friday, September 20 to receive the 10% Early Bird Discount. **Note that no ad space will be reserved without payment, and ALL copy and images.** We ask that you limit your selections so that we can enlarge them within the ad.

**Reserve your space today!** ALL ads will be in full color and you have three great sizes to choose from. Final deadline for reserving ad space will be October 4, and the cost will reflect the original price listed below.

Please feel free to contact me with any questions or concerns.

Sincerely,

Mrs. Marian Stofsick  
Harding Shield Yearbook Advisor  
[stofsick.marian@hardingacademymemphis.org](mailto:stofsick.marian@hardingacademymemphis.org)

## 2025 ADVERTISING RATES (4-Color)

<p><del>FULL PAGE</del> <del>\$500</del> <b>\$450</b></p>	<p><del>HALF PAGE</del> <del>\$250</del> <b>\$225</b></p>
	<p><del>QUARTER PAGE</del> <del>\$125</del> <b>\$110</b></p>

Ad Samples

# Harding Academy Yearbook 2025 SENIOR TRIBUTE ORDER FORM AND INFORMATION SHEET

*Return with either a CD, jump drive or images to be scanned.  
Images will not be returned until end of May.*

## **Reserve your space today!**

Please fill out and return with payment and art to reserve your Tribute Ad in the 2025 Shield yearbook.

Check one:  Full Page \$500       1/2 Page \$250       1/4 Page \$125  
 Early Bird \$450       Early Bird \$225       Early Bird \$110 - **BY SEPTEMBER 20**

Senior Name: \_\_\_\_\_ Parent Contact: \_\_\_\_\_

Phone AND email where we can reach you: \_\_\_\_\_

Amount enclosed \_\_\_\_\_  Cash     Check    Check # \_\_\_\_\_

Please make checks payable to: **Harding Academy and write Tribute Ad in the memo line**

Return to: **Harding Yearbook Advisor**  
**Mrs. Marian Stofsick**

Please provide the following information (print legibly). Note that the Shield reserves the right to edit copy if it is too lengthy for the space purchased. We will do our best to fit all photos sent (maximum 8 for full page) but note that it is determined by ad size. Please prioritize all photos. All images must be named correctly. Please name your images by senior's last name, first initial, and then a number i.e. **StofsickM1.jpeg, StofsickM2.jpeg**. Gently write names on back of all photos if sending hard prints for us to scan.

Senior Name: \_\_\_\_\_

Images provided (must be named correctly - see above):

I am attaching a CD or Jump Drive     I am attaching photos that I will need returned  
**COPY** (please write legibly): \_\_\_\_\_

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**SCRIPTURE VERSE** (if applicable) \_\_\_\_\_

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**SUBMIT ALL PHOTOS AND COPY ALONG WITH PAYMENT TO RESERVE AD SPACE.**  
**MISSING ELEMENTS WILL RESULT IN DECLINED ORDER FORM.**

*Please Note: After we type up your copy we will email it to you for proofreading. We do not, however, disclose the look of the ad. All fonts and colors incorporated will match the theme of this year's book.*

**SUPER EARLY BIRD DEADLINE - FRIDAY, SEPTEMBER 20**  
**FINAL DEADLINE - FRIDAY, OCTOBER 4**

# TRIBUTE AD GUIDELINES

Please use the following guidelines when putting together your photo selection and copy submission.

**Limit Your Selection:** Choose a few of your favorite senior photos and consider adding either a baby photo or one where they are younger. Please do not send more than necessary and mark your favorite photo so that we can make it prominent. Be sure to avoid boyfriend/girlfriend photos.

- **Full Page Ad - 5-8 photos max**
- **Half Page Ad - 3-5 photos max**
- **Quarter Page Ad - 3 max**

**Modesty:** Pictures of activities not condoned by Harding Academy and photos with inappropriate necklines will not be used. Be sure that fabric is seen in all shots.

**Digital Submission:** We prefer you to have your photos digitally submitted. Have them professionally scanned as they will understand the resolution needed for print requirements. Home scanners are often not adequate.

- Digital photos must be at least 300dpi and in jpeg format.
- Name your jump drive or CD by your senior's last name.
- Indicate if you need the jump or CD returned at the end of the year.

**Printed Photographs:** If using recent senior photos, be sure to order early to ensure arrival.

- Avoid damaged photos (blurry, grainy, scratched) as they do not produce well.
- Do not write on the surface. Post-It notes or masking tape on the back works well.
- Do not cut your photos or submit photos that have been cut into shapes.
- Do not send photos larger than 8"x10" as they will not fit on the scanner. Have them scanned professionally and send in on a jump drive or cd.
- Prints will be returned at end of school year.
- If asking a professional photography studio to send in photos, have emailed to: [stofsick.marian@hardingacademy.org](mailto:stofsick.marian@hardingacademy.org)

**Copy:** This is an opportunity to provide Godly wisdom, love and encouragement to your senior.

- Consider reviewing previous yearbooks for ideas, but make it personal.
- Consider a scripture verse. If room permits the entire verse will be typed out - if not the reference will appear in a creative typographic manner. Choose a verse that is unique to your one-of-a-kind senior.
- Avoid messages that are too lengthy. Half page and quarter page ads should probably stay within 35-50 words in length (reference past ads). If we are unable to fit all your copy we may ask you to reduce it or eliminate a photo.

## SENIOR PICTURE REMINDERS

**HOLLAND STUDIO OF PHOTOGRAPHY** ([www.hollandstudio.net](http://www.hollandstudio.net)) is our official school photographer for the 2024/25 school year. You **MUST** schedule an appointment this summer for your yearbook senior portraits by calling 362-1818. **Deadline for being photographed and choosing your senior composite photos is September 1.** Although you are **REQUIRED** to have the following photos taken for school usage, you can use any photographer you desire for senior tribute ads. We do, however, recommend Holland Studio for all your portrait needs. There is a sitting fee for required yearbook photos but you are not expected to order packages unless you desire. Holland will digitally send them to the **Shield** for placement once you make your selections. If you are a member of the Beta Club, we ask that you take a photo with the Beta Club sash (not NHS). The studio can direct you in all of this.

Holland Studio will take the following portraits during your scheduled appointment. Be sure to bring any clothing items needed for the casual shots and follow all guidelines. Holland will provide cap/gowns and tux/drapes and Beta Club sashes.

- Formal cap-and-gown for your use
- Traditional tux (boys) drape (girls) for class composite
- Casual shot for the senior section of the book

**GIRLS - Be modest: NO cleavage, NO appearance of nudity, NO shorts, avoid suggestive poses. Also, NO nose piercings or visible tattoos**

**BOYS - Must be clean-shaven. Hair must be neatly cut. NO earrings may be worn and NO visible tattoos.**

Please make your selections for school use no later than September 1. Unfortunately, if you do not make your selections by the deadline, Holland will make the selection for you.

**NOTE: Excused absences for senior photos will NOT be granted during the school day therefore it is imperative you schedule a summer session.**

# HARDING SHIELD

## REQUIRED PHOTOS & SITTING FEE



### **Traditional Cap and Gown**

May appear in the yearbook or other Harding display.



### **Traditional Drape and Tux**

May appear in the yearbook or other Harding display.  
Usually used for Mr. & Miss Harding, college applications or newspaper announcements.



### **Senior Casual Pose**

Will appear in the Senior composite section.  
Not to be repeated in any Tribute ad.

Dear Senior,

The Shield has created this flyer in an attempt to avoid any confusion in regards to required yearbook photos. We understand that you have not necessarily chosen Holland Studio for any senior photos used for Tribute Ads or invitations, but as Harding's official school photographer the following photo session is required for Harding usage. You will need to book your Basic Session no later than **September 1** so you have time to choose your casual senior photo for the senior section.

After the initial sitting fee, you will be under no obligation to purchase these photos. Sitting fees cover the photographer's time and location changes and all photos will be sent to Mrs. Stofsick upon request.

Should you wish to have Holland take additional photos (either inside or out and with multiple outfit changes) please reference Holland's senior photo flyer emailed earlier or located on their website. Please note additional sitting fees referenced on Holland's flyer.

Please let us know if there are any questions that we might be able to assist you with.

Blessings,

Mrs. Stofsick, Advisor

### **BASIC SITTING FEE**

**\$54.95 plus tax**

**TIME - 1 hour**

**INCLUDED**

- 1. Cap & Gown**
- 2. Drape & Tux**
- 3. Casual Shot (indoor)**

### **TIPS FOR SUCCESS**

Please follow these tips to ensure a successful and enjoyable session.

- Arrive on time and in full makeup and hair styled.
- Arrive in casual outfit and carry into the studio an extra outfit. You will choose the best shot for Senior section.
- If booking additional Holland sessions (environmental, black and white etc) bring all outfits required and be sure to let them know at booking so the correct amount of time is reserved.
- Holland will provide caps and gowns and tuxedo and drapes/pearls.
- Additional indoor sittings are \$15 ea. and outdoor sitting is \$30

**NOTE: Holland is offering \$10 off the cost of your sitting fee if you book early and are photographed before June 30th.**