Senior Ad Procedures

Notebook Flow
>   Submitted
>   On Hold – Needs Materials (red)
>   To Be Designed (green)
>   Editor Approval (black)
>   Send Proof (blue)
>   Approved/Complete (clear)

Update Your Library
- [ ] Copy the library from the sever to your hard drive

Know which ad you're creating
- [ ] Check the ladder for your page assignments
- [ ] Reference the Ad Plots in the back of the senior ad folder to see which ads you have
- [ ] Write the names and sizes of ads in your quote book for each page
- [ ] Check the server for the senior ad file
  - Are photos included
  - Is text included

Update the Contract
- [ ] (if not already done) lightly write the senior's name on the back of submitted photos
- [ ] Double check the number of photos (submitted contracts – not online contracts)
- [ ] Look for special instructions
- [ ] Write your name and assigned page number at the top right corner of contract

Creating the Message
- [ ] Type word for word the message submitted – or copy and paste from digital upload
- [ ] Use body copy text for the message – do not adjust for any reason
- [ ] Quote must be credited
- [ ] No poems or song lyrics can be published
- [ ] Change the folio at this point – Section: Closing Content: Senior Ads

Adding Photos
- [ ] Fill the add with photos
- [ ] A current photo should be the dominant photo
- [ ] Drag from the digital file to In-Design
- [ ] Hold down shift to fit
- [ ] Don't crop people out of photos
- [ ] Remove place holder boxes when finished
- [ ] Recheck that all photos are completed
- [ ] Look for duplicated photos
- [ ] Do not use nudity photos or in appropriate photos (see an adviser of questionable)
- [ ] See an adviser or editor if photos are dark, grainy or need other edits in Photoshop

Proof The Page
- ❑ Spell Check
- ❑ Double/Triple check the name spelling
- ❑ Is the ad the correct size?
- ❑ Zoom in to validate spacing (you may need to create a space box)
- ❑ Have a peer look at your page
- ❑ Have an editor look at your page
- ❑ Is the page number correct?
- ❑ Finish corrections
- ❑ Placeholder boxes removed

Email a Proof
- ❑ Open InDesign
- ❑ View in Preview mode (no grids)
- ❑ Command Shift 4 to create a screen shot of the single ad (not full spread)
- ❑ Rename the file on the desktop to sradproof_lastname
- ❑ Compose email
- ❑ Copy and paste text from Mallett's email
- ❑ Insert specifics
- ❑ Attach screen shot
- ❑ Get adviser's approval before sending
- ❑ Send email
- ❑ Print confirmation email and place in sleeve or make corrections
  - o If corrections are needed, repeat steps above
- ❑ Move sleeve to Approved/Complete tab

Mail a Proof
If parents submitted printed photos
- ❑ Address Envelope (size should fit all photos
- ❑ Check name on photos before inserting photos in envelope
- ❑ Print another proof (even if emailed)
- ❑ Insert photos, letter and printed proof
- ❑ Do not seal envelope
- ❑ Move sleeve to Approved/Complete

Rules to Follow
- All sleeves must be kept in alphabetical order
- Only have one sleeve out at time
- Be overly professional with parents
- Keep the notebook organized and need
- Keep all emails, materials, photos etc in the sleeve