



Thursday, May 30, 2024

Dear Parents and Class of 2025,

As another year at Episcopal ends, you and your child will be busy preparing for numerous courses and extracurricular activities. As a parent of a rising senior, there are several important things that you should know and understand regarding the production of the yearbook, especially the senior section and senior ads.

Each senior must **submit a favorite baby picture and senior quote** for the senior section of the yearbook. These items will be placed in the yearbook at no cost to you. Senior pictures will be taken **exclusively through Leonard's Photography**. You are not obligated to purchase these pictures; however, there will be a nominal sitting fee. Senior ads are typically purchased by parents or guardians of a senior. The ad page (either full or half) is placed in honor of the senior. The yearbook must adhere to very strict deadlines decided by the publishing company. Therefore, we ask that you make special note of the due dates for the senior section and senior ads; **we cannot make exceptions**.

Included in this document is information to help you through this important and copious process. Please read **all** the information provided, as it may answer your questions or address your concerns. If you have any additional questions, please email yearbook@esj.org. We will do our best to respond to your message as soon as possible. The yearbook staff will not be in the office over the summer, but we will do our best to get back to you in a timely manner. We appreciate your help in making the 2025 yearbook a success.

Thank you,

Darden Ferranti, *Editor-in-Chief*
Honor Matos-O'Neil, *Senior Section Editor*
Laila Simmons, *Senior Section Editor*

Enclosed:

- Checklist and Mailing Information
- Senior Ad Order Form
- Deadlines and Information for the Senior Section and Senior Ads
- Frequently-Asked Questions

CHECKLIST AND MAILING INFORMATION

Before mailing the senior ad, review this checklist...

Have you...

- Signed and completed the **entire** senior ad order form
- Included your payment (check only – make checks payable to **ESJ Yearbook**)
 - + Please make sure your check clearly states the student's name
- Sent** a message to yearbook@esj.org
- Submitted your pictures **on a USB** – which is labeled appropriately
- Labeled the baby picture (if applicable)
- Picked a dominant photograph (if you desire)
- Postmarked or submitted all the above to the address below by **Friday, August 16, 2024**

Mail all material to...

Episcopal School of Jacksonville
Attn: *Talon* Yearbook Senior Ad
4455 Atlantic Boulevard
Jacksonville, Florida 32207

***You may also put it in an envelope marked “Attention: Yearbook – Senior Ad”
and drop it off in the Welcome Center.***

Deadline checklist...

Have you...

- Submitted the **ENTIRE** senior ad by **Friday, August 16, 2024**
- Emailed a message for the senior ad by **Friday, August 16, 2024**
- Emailed a **REQUIRED** senior quote by **Friday, August 16, 2022**
- Submitted a **REQUIRED** baby picture by **Friday, August 16, 2022**
- Posed for a **REQUIRED** senior portrait by **Monday, September 16, 2022**

ESJ Yearbook Staff Only
 Paid in full Message received Pictures received Baby picture included

**SENIOR AD ORDER FORM
2025 TALON
PURCHASER'S INFORMATION – PLEASE PRINT!**

Purchaser's name _____

Home phone _____ Cell phone _____

Email address _____

SENIOR AD INFORMATION

Choose one of the ad sizes below:

_____ **Full-page** _____ **\$425 (exactly ten pictures)**

_____ **Half-page** _____ **\$275 (exactly five pictures)**

I also understand that if I fail to submit all parts of the senior ad by Friday, August 16, 2024, I will incur a \$25 late fee, which must be paid BEFORE my ad is processed. The last day a late ad will be accepted is Friday, August 23, 2024.

Senior's name _____
(EXACTLY as it will appear on the Senior Ad page)

COMPLETE ALL THAT APPLY:

_____ Yes, I have included a baby picture on the senior ad USB.
IF YES, please write a detailed description of the baby picture you wish to be placed next to the senior's portrait.

_____ I am submitting the baby picture on a separate USB.
_____ FIVE or TEN (please circle amount based on ad size) pictures submitted on the USB (excluding the baby picture).

_____ Yes, I have chosen a dominant photo for my child's senior ad.
IF YES, please write a detailed description of the dominant picture. For more information, please refer to the description of a dominant picture in the paragraph labeled senior ads.

The following agreement is a binding contract between the purchaser and the Episcopal School of Jacksonville yearbook staff. By signing here, I agree to all the requirements for placing a senior ad in the 2024-2025 edition of the yearbook.

Signature _____

Date _____

DEADLINES AND INFORMATION FOR THE SENIOR SECTION AND SENIOR ADS

SENIOR PICTURES...

Senior pictures will be taken **exclusively by Leonard's Photography**. Information has been or will be sent home (via email) to all seniors regarding their access codes and how to book their pictures. Students can also contact 1.888.224.5045 or customerservice@leonards.com to get their access codes. Once students have their access codes, they will be able to book their photographs.

The following is from Leonard's...

Below is a link to your very own Class of 2025 Marketing Kit, with a detailed set of instructions to help you use these pieces to their fullest potential. Simply click on the link below. It will open our Owncloud page. Click the "download" button in the upper right hand corner, and all of the pieces will download to your computer as a zip file.

www.leonards.com/seniors2025

Just a reminder, Leonard's has implemented and will continue to execute extra precautions to help protect the health and well-being of our Seniors, their families and our employees. Please reach out to their customer service at customerservice@leonards.com, or to our representative, Lisa Urban, at lurban@leonards.com, if you have specific needs or questions.

You are not obligated to purchase packages through Leonard's; however, there will be a nominal sitting fee for the senior portrait. Students will be taking both a formal and a casual at their studio appointment, so come prepared! In addition, Leonard's will require you to select a senior portrait for the yearbook. If you fail to choose a senior portrait by the date specified by Leonard's, they will make the selection for you. **Seniors MUST sit and select their senior portraits with Leonard's by Monday, September 16, 2024.**

SENIOR QUOTES...

Each senior must electronically submit a senior quote via email to yearbook@esj.org. When submitting the quote, please be certain your senior inserts his/her first and last name, and the words "Senior Quote," in the subject field of the email. Make sure the quote used is appropriate. If any quote is deemed inappropriate, we will choose a suitable alternative. Do **not** submit quotes that make reference to illegal substances, alcohol, sex, or partying. In addition, if you fail to submit a quote by the deadline, we will choose a quote for you. Your quote can be **no longer than 35 words**. Be sure you give credit to the appropriate individual(s) if applicable, and do not forget to check for spelling and grammatical errors. **Submit the quote electronically by Friday, August 16, 2024.**

Sample Senior Quote:

To:	yearbook@esj.org
Re:	Susan Smith – Senior Quote
Message:	“Dreams and dedication are a powerful combination.” - William Longgood

BABY PICTURES...

Pictures must be submitted on a USB. This process is not as intimidating as it sounds! **Originals will not be accepted.** We are not responsible for returning your submitted materials back to you. If you are also submitting a senior ad, you can include the baby picture on the same USB, but please indicate on the Senior Ad Order Form which picture you would like to use as the baby picture. Please be sure to properly label your USB with the senior’s first and last name. **Baby pictures must be submitted on a USB by Friday, August 16, 2024.**

SENIOR ADS...

Parents or guardians have the option of purchasing a full-page or half-page ad, in honor of a senior. In order to maintain design consistency throughout the senior ad section, we ask that parents submit the appropriate text (message) and **exactly ten pictures for a full-page ad** and **exactly five pictures for a half-page ad.** Please **do not** include design suggestions or special requirements; the yearbook is fortunate to have a talented staff who will lay the photos out for you.

From the pictures you have chosen, you have the option to pick a dominant photograph. A dominant picture will appear as the largest picture on the page, and will be the focal point. When you submit the senior ad order form, you will be asked to select and describe this picture. If you choose not to select a dominant photograph, the yearbook staff will choose one for you.

Pictures must be submitted on a USB. **Originals will not be accepted.** We are not responsible for returning your submitted materials back to you. Be sure to properly label your USB with the senior’s first and last name. Keep in mind when choosing pictures that your selections must be appropriate for readers of all ages. **If pictures are deemed inappropriate, they will be cut from the yearbook, without notice. It is important to note that pictures including hand signals of ANY kind will not be accepted.**

Additionally, please note that pictures taken from social media apps/sites tend to be lower quality and may appear pixelated in your student's senior ad. Thus, we strongly encourage you to send us the original digital copy instead.

Messages for inclusion in the senior ad must be submitted electronically, via email, to yearbook@esj.org. When submitting the message, please write the first and last name of the senior and the words “Message from parents or guardian” in the subject field of the email.

Messages will likely be inputted as received, so please be sure to check for correct spelling and correct grammar. Additionally, please be mindful that we are somewhat limited when it comes to message space, so longer messages may need to be trimmed down.

Sample Senior Ad Message:

To:	yearbook@esj.org
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Re:	Susan Smith – Message from Mom and Dad
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Message:	We are so proud of you and all your accomplishments. Remember, always follow your dreams. Love, Dad, Mom, Joey and Eric
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Please refer to the Senior Ad Order Form for more information about purchasing an ad for the 2025 *Talon* yearbook. **THE ENTIRE SENIOR AD (PICTURES, MESSAGE, AND ORDER FORM) MUST BE POSTMARKED BY FRIDAY, AUGUST 16, 2024 – NO EXCEPTIONS. IF ANY PORTION OF THE AD IS NOT SUBMITTED BY THE DUE DATE, AN ADDITIONAL CHARGE OF \$25 WILL BE ADDED TO THE OVERALL COST OF THE AD. THE LAST DAY A LATE AD WILL BE ACCEPTED IS FRIDAY, AUGUST 26, 2024.**

FREQUENTLY-ASKED QUESTIONS

Why are senior ads so expensive?

Senior ads, business ads, and book sales generate the income necessary to create and publish a yearbook. Episcopal School of Jacksonville **does not** contribute any money toward the expense of producing the yearbook. In 2023-2024, the cost of publishing alone was well over \$100,000. This figure, however, did not include the necessary software, office supplies, cameras/camera equipment, computers, printers, or scanners. Therefore, Episcopal's yearbook staff was completely responsible for raising enough money to publish a 400+ page book, along with creating the book itself.

How do I go about selecting pictures for the senior ad?

Senior ads should reflect a student's Episcopal experience, along with the friends and family who provided support along the way. With that in mind, please limit the number of baby pictures, which do not reflect the senior's Episcopal experience. Try to come up with photos reflecting your senior's participation in a school production or in an athletic event. Did your child win any awards? Do you have pictures of your child with friends from Middle School? You may also want to include a picture that represents the person/people purchasing the ad. Keep in mind when choosing pictures that your selections must be appropriate for readers of all ages. If pictures are deemed inappropriate, they will be cut from the yearbook without notice.

Do I have to purchase an ad, or should I feel obligated to buy a certain ad size or number of pages?

You are under no obligation to purchase a senior ad. In addition, you should not feel obligated to buy a certain ad size or more than one ad. In any case, the size of the final product means that the yearbook staff must limit the number of ads purchased; therefore, the **maximum number** of ads purchased in honor of a senior cannot exceed two full pages.

Why am I limited to a certain number of pictures?

The number of pictures is limited to the amount of space on a page. In year's past, we have accepted more pictures; however, we have found that by limiting the number of pictures on the page, it allows the staff to be more creative and have more flexibility with cropping.

What's the big deal with the deadlines?

We're often asked if we can squeeze in just one more ad, after our deadline has passed, or if we can extend the deadline on senior pictures. The answer is **no**. The reason is simple: our publishing company gives us a schedule which we must follow. Every time we fail to make a deadline, we are charged overtime, and the yearbook release becomes later and later. Therefore, even though we know that every senior is important, we cannot make exceptions because of the impact it has on our budget and, quite possibly, on the entire student body with a late book.