

Spring 2011

Dear Senior Parents and Guardians:

Graduation seems months away, but as parents and guardians, you may be trying to think of a special way to honor your graduating senior. The yearbook staff has two suggestions:

BABY AD: Buy a block of space in a special section of the printed 2012 *Oriole* yearbook. **Each ad will include a baby or childhood photo of your graduating senior and a personal message of 20 words or less.** See the sample ad below.

BABY ADS ARE \$70 AND MUST BE **POSTMARKED BY FRIDAY, DECEMBER 9TH** TO BE GUARANTEED A PLACE IN THE YEARBOOK.

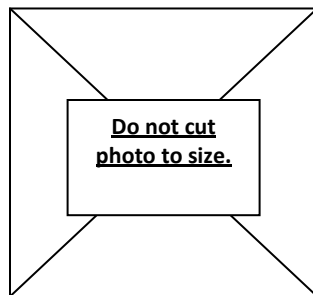
EARLY MAIL-IN SPECIAL... Send your ad in by **SEPTEMBER 6, 2011**, and receive a **DISCOUNTED RATE of \$50.00!!!**

If you are interested in this opportunity, please find a photo of your soon-to-be graduate or have a copy made.

- Photos will **NOT** be returned, so make sure this photo is not your **ONLY** one.
- If your photo is not an original, please copy picture onto **PHOTO quality paper ONLY**. Photo developers such as Walmart, Target, or ProEx have photo copy machines that create copies as good as the originals.
- **DO NOT PRINT PHOTOS ON REGULAR PAPER. THE PHOTO QUALITY WILL BE POOR ONCE PRINTED IN THE BOOK.**
- *Also, please do not cut or alter the photograph in any way. We will crop the photo to the correct size.*

Please include all three items: the photo, the order form, and a check payable to Osseo Senior High yearbook. **Parent ad orders must be POSTMARKED no later than Friday, December 9, 2011 to guarantee get into the 2011 yearbook.**

Sample A



Anna Oriole

We are so proud of you.
Go for all your dreams.
Congratulations, Anna!

Love, Mom, Dad, Kara and Grandma

VIDEO AD: After purchasing a printed baby ad in the book, you also may purchase a **QR (Quick Response) Code** for your ad. QR Codes are unique, scalable bar codes which link to a secure website. Once you email us your content, we will upload the video or slide show (up to 1GB or about two minutes of video), and Balfour Publishing will maintain the video for the next 30 years. It's a wonderful way to show your love and pride for your child!

If you are interested in this opportunity,

- Content is **created by you and does not have to be complete at time of purchase**. You submit it to us by Tuesday, May 22, 2012, and we will link it to a specific QR Code.
- Each code is **unique to your child**, and the ad is safe and backed up for 30 years!
- **Each QR code is \$150.00** – a portion of the cost covers the maintenance and technology updates to the website.
- **You must buy a print Baby Ad.**

See an example! Either scan the QR Code on the right with your smart phone or type in the unique URL address beneath the code.



bal4.tv/sth6jbg8



bal4.tv/stqaoz90

BABY AD ORDER FORM

Yearbook Staff Use Only		
Picture	Y	N
Payment	Y	N
Video Order	Y	N
Comments:	_____	

Send this half in with your picture and payment.

Senior's Name: _____

Parents' Names: _____

Parents' Contact (phone or email): _____

Message: **(Any message longer than 20 words WILL BE EDITED to the right number! Please honor the word count!)**

I would like to add an order a video QR Code (circle): YES NO

Include the **additional fee** with your print baby ad fee (pay by check, money order, or cash).

Make checks payable to **Osseo Senior High School Yearbook**. Mail check, photo, and order form to:

Osseo Senior High Yearbook
Attn: Benjamin Rösch
Osseo Senior High
317 Second Ave. NW
Osseo, MN 55369

VIDEO QR CODE GUIDELINES

Retain this portion of the form for your reference should you decide to purchase a QR Code for your child.

- All videos **will be reviewed** to ensure content is appropriate (no sexually inappropriate pictures or videos, no drugs/alcohol/tobacco, no inappropriate language, no illegal activities) before we upload it to the Balfour TV site. While you are responsible for the production and content of the video, we cannot post videos that violate local and school board policies.
- **Suggested Size:** 20 MB (about two minutes)
- **File format** (the following formats are supported by Balfour TV's database):
 - **Video Files:** .avi, .dv, .mov, .qt, .mpeg, .mpg, .mp4, .m4v, .3gp, .asf, .wmv, .3g2
 - **Audio Files:** .mp3, .m4a, .wav, .wma, QCELP, AMR-NB, mod
- **Submission methods:** flash drive or web-based (email – no more than 20 MB or it will crash my email: roschbenjamin@district279.org).
- **Questions:** contact me by phone (763.391.8500) or by email (preferable and quickest means to contact me).