

# 2018 YEARBOOK RECOGNITION ADS

the  
**yearbook**  
company

CONGRATULATE YOUR **AWESOME STUDENT** IN THE 2018 YEARBOOK

DUE POSTMARKED BY ON OR BEFORE:

**JANUARY 15** (REGULAR DEADLINE), **FEBRUARY 15** (LAST CHANCE DATE)

**BEST PRICE**

**DEC 1** (EARLY BIRD),  
*don't delay!*



*(ad styles and layouts are subject to change from year to year in keeping with the unique design and feel of each year's book)*

## IMPORTANT INFORMATION

- All materials (photos and text), the order form and payment must be received by mail at the time of submission. **It is not possible to pay first and submit the photos/message later.** Or you can do your entire order online at [www.TheYearbookCompany.com](http://www.TheYearbookCompany.com). Mail-in deadlines are **postmark-by dates** and online deadlines are that date at midnight.

## TEXT

- If submitting by mail, please submit your text **typed** in a plain font on white paper or submit as a word document or .txt file on a CD or jump drive.
- See the ad formats online for message length guidelines.

## PHOTOS

- Submit the exact number of photos to match your format. **(Your photos will be enlarged or reduced to fit the actual ad size.)** On the back of each photo, write the number of the position you wish it to occupy and the student's name (on occasion, we might need to adjust positioning per what would look and work best). **Watch for wet ink!**
- You may also submit 300 DPI .jpg photos on a CD or jump drive. The .jpg file name should be the student's name and photo position number.
- Please **DO NOT** use photos from websites or screen shots from camera phones (they are too low resolution), watermarked proofs, copyrighted photos, or copies of them.
- **DO NOT** fold or cut photos.
- We cannot fix blurry or heavily textured photos.
- We reserve the right to edit or remove material inappropriate for publication in a school yearbook such as but not limited to firearms, inappropriate hand gestures, drugs or drug references, alcohol, and nudity (even baby bottoms) without prior notification.

## CUSTOM LAYOUTS

- Can be submitted camera-ready OR digitally.
- "Camera-ready" means you must paste down all your photos and text exactly in place on the background you wish, or submit a photo-quality printout of the entire ad on glossy photo paper, made to be the EXACT size of the ad (see specs on order form). You do not need to trim the edges but we recommend that you do not put any wording or faces on the very edge.
- **Digital submissions must be .jpg files that are 300 DPI actual size. We cannot print from .pdf, .doc, .docx, .pub, .ppt and .psd files due to low resolution and/or font limitations so please DO NOT use Microsoft Word, PowerPoint, or any online photo sharing tool to create your dedication IF you plan to submit it digitally. You would have to submit those types of files as glossy photo printouts.**
- **Include your child's name on your artwork- we will not be adding it.**
- We cannot create custom ads for you.

## SUBMITTING MATERIALS

**DO NOT SEND ANYTHING TO THE SCHOOL.**

Mail materials and payment to:  
St. Mary's School Yearbook Ads  
c/o The Yearbook Company  
7177 Brockton Ave., Suite 105  
Riverside, CA 92506  
or if you are technology savvy, you can submit by computer  
online at [www.TheYearbookCompany.com](http://www.TheYearbookCompany.com)

FOR MORE INFORMATION AND FOR ANSWERS TO FREQUENTLY ASKED QUESTIONS, PLEASE VISIT

**WWW.THEYEARBOOKCOMPANY.COM** OR CALL 951-274-9561

(PLEASE NOTE THAT THE PURCHASE OF THE RECOGNITION AD AND THE PRE-ORDER OF A YEARBOOK ITSELF ARE TWO SEPARATE PURCHASES)

# Recognition Ads 2018 order form

St. Mary's School

the **yearbook** company

<b>STEP 1</b> Place an "X" in the boxes to indicate the size and format of ad from the choices below that you are purchasing.	<b>early-bird</b> price if postmarked by December 1	price if postmarked by January 15	<b>final deadline*</b> price if postmarked by February 15
ALL ads are in FULL COLOR!			
<input type="checkbox"/> 1/8 page ad <input type="checkbox"/> Format "A4" <input type="checkbox"/> <small>Student Name</small> 45 words (not pictured below)	\$90	\$115	\$130
<input type="checkbox"/> 1/4 page ad <input type="checkbox"/> Format "J4" <input type="checkbox"/> Format "D4"	\$125	\$155	\$180
<input type="checkbox"/> 1/2 page ad <input type="checkbox"/> Format "N4" <input type="checkbox"/> Format "F4" <input type="checkbox"/> Format "G4" <input type="checkbox"/> CUSTOM* <small>for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 5.5 inch tall box</small>	\$175	\$199	\$230
<input type="checkbox"/> Full page ad <input type="checkbox"/> Format "H4" <input type="checkbox"/> Format "I 4" <input type="checkbox"/> CUSTOM* <small>for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 11 inch tall box</small>	\$299	\$355	\$399

Visit [www.TheYearbookCompany.com](http://www.TheYearbookCompany.com) to see full size formats with detailed descriptions (log on for your school)

1/4 PAGE DESIGNS	HALF PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS

If you are good with technology, you can submit and purchase your dedication online by uploading digital/scanned .jpg images (300 dpi) and your message. at [www.TheYearbookCompany.com](http://www.TheYearbookCompany.com) (service fee applies)

## STEP 2 Fill out student name and parent contact info. Decide on your photos and type your message.

Name of person purchasing ad (name on check or credit card): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime contact phone: (\_\_\_\_) \_\_\_\_\_

STUDENT'S first and last name as you would like it to appear on ad:  
(we will not add the name to custom ads but we do need the name for recordkeeping and indexing purposes)

# of photos enclosed \_\_\_\_\_ student's grade \_\_\_\_\_

I would like my materials returned so I am enclosing a self-addressed, stamped, appropriately-sized envelope. (If you don't, your photos will not be returned.)  
**Please note, however that we cannot guarantee the safety of your photos in the mail once we've returned them, so please make duplicates of all irreplaceable photos. PHOTOS CANNOT BE RETURNED UNTIL AFTER THE DISTRIBUTION OF YEARBOOKS.** (Sorting and mailing back photos from tens of thousands of ads takes several months. Thank you for your patience.)

**Yearbook ad sales are a fund-raiser for your child's school and are non-refundable. The school and their yearbook program thank you for your support!**

## STEP 3 Fill out payment info. Put this form, your photos & your message in an envelope and mail to us.

PLEASE MAKE CHECKS PAYABLE TO: **the yearbook company**

I've enclosed a check in the amount of: \$ \_\_\_\_\_  
returned checks will be subject to a \$25.00 fee Check # \_\_\_\_\_

I am paying by credit card:  Visa  Mastercard

\$ \_\_\_\_\_ exp date: \_\_\_\_/\_\_\_\_/\_\_\_\_ cvv code:

? the cvv code is the 3 digit security code on the back of the credit card

for credit card transactions, add a \$5.00 convenience fee for 1/8 and 1/4 ads and \$10.00 for half and full page ads

**DO NOT SEND ANY MATERIALS TO THE SCHOOL. YOU MUST MAIL EVERYTHING TO:**  
**St. Mary's School Yearbook Ads**  
**The Yearbook Company**  
**7177 Brockton Ave., Suite 105**  
**Riverside, CA 92506**

\* any orders received after the final postmark deadline will be accepted on a first-come, first-served basis as long as there is still space available (we can make no guarantees regarding space). But you must add a \$25 late fee to the regular price.

**FORMAT J4**

Parents, The message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper, and not exceed **80** words, including the "signature" at the end. If the copy you submit does not fit in the space in the space provided, we will reduce or enlarge it to fill the space. Your photo will be reduced or enlarged to fit in this space.

**Photo 1**

Write this number on back of photo. Be careful of wet ink.

Original photos work best, however we will accept good quality copies on photo paper only. A horizontal photo in this space would be fine. We will adjust the frame.

**Student Namehere**

**Student Namehere**

Dear Parents, Your message to your student will be typeset to fit in this space. The total length should not exceed **85** words, including the "signature" at the end. This is just an estimate. If the text you submit does not fill the space provided, we will adjust the font size as needed to make it fit. Though we can crop and/or resize horizontal photos to fit in the frames, vertical photos or photos that vertically do look best.

**Photo 1**

Write this number on back of photo. Be careful of wet ink.

**Photo 2**

Original photos work best, however we will accept good quality copies on photo paper only.

**FORMAT D4**

**Student Namehere**

Parents, Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. For the type to be set in the size shown here, the total length of the message should not exceed **150** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photo will work best in photo boxes two or four.

Be careful of wet ink when numbering photos.

**1/2 PAGE DESIGN**

**Photo 1**

Write this number on back of photo. Be careful of wet ink.

**FORMAT F4**

Original photos work best, however we will accept good quality copies on photo paper only.

**Photo 2**

Write this number on back of photo. Be careful of wet ink.

**Photo 3**

Write this number on back of photo. Be careful of wet ink.

**Photo 4**

Write this number on back of photo. Be careful of wet ink.

**Student Namehere**

Dear Parents, Your message to your student will be typeset to fit in this space. The total length should not exceed **165** words (max **900** characters), including the "signature" at the end. This is just an estimate. If the text you submit does not fill the space provided, we will adjust the font size as needed to make it fit. Though we can crop and/or resize horizontal photos to fit in the frames, vertical photos or photos that can be cropped vertically would look best.

A horizontal photo may be submitted for box 2 or 3.

Photo 1 **MUST** be a vertical photo.

**1/2 PAGE DESIGN**

**Photo 2**

Write this number on back of photo. Be careful of wet ink.

**Photo 3**

Write this number on back of photo. Be careful of wet ink.

**Student Namehere**

Parents, Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. For the type to be set in the size shown here, the total length of the message should not exceed **125** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photo will work best in photo boxes two and five.

Be careful of wet ink when numbering photos.

**1/2 PAGE DESIGN**

**Photo 1**

Write this number on back of photo. Be careful of wet ink.

**FORMAT G4**

Original photos work best, however we will accept good quality copies on photo paper only.

**Photo 2**

Write this number on back of photo. Be careful of wet ink.

**Photo 3**

Write this number on back of photo. Be careful of wet ink.

**Photo 4**

Write this number on back of photo. Be careful of wet ink.

**Photo 5**

Write this number on back of photo. Be careful of wet ink.

# Student Name:here

## Photo 1

Write this number on back of photo. Be careful of wet ink.

## FORMAT **H4**

Original photos work best, however we will accept good quality copies on photo paper only.

## Photo 2

Write this number on back of photo. Be careful of wet ink.

Original photos work best, however we will accept good quality copies on photo paper only.

## Photo 3

Write this number on back of photo. Be careful of wet ink.

Original photos work best, however we will accept good quality copies on photo paper only.

## Photo 4

Write this number on back of photo. Be careful of wet ink.

Original photos work best, however we will accept good quality copies on photo paper only.

## Photo 5

Write this number on back of photo. Be careful of wet ink.

Original photos work best, however we will accept good quality copies on photo paper only.

Parents,

Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. For the type to be set in the size shown here, the total length of the message should not exceed **100** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit these spaces. Horizontal photos must be used for boxes 6 and 7. Be careful of wet ink when numbering photos.

## FULL PAGE DESIGN

## Photo 6

Write this number on back of photo. Be careful of wet ink.

Boxes 6 and 7 are designed for horizontal photos, like family photos or group shots. Do not use this space for a portrait photo.

## Photo 7

Write this number on back of photo. Be careful of wet ink.

Boxes 6 and 7 are designed for horizontal photos, like family photos or group shots. Do not use this space for a portrait photo.

# Student Name:here

Parents,

Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. For the type to be set in the size shown here, the total length of the message should not exceed **200** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photo will work best in photo boxes two and five.

Be careful of wet ink when numbering photos.

## FULL PAGE DESIGN

## Photo 1

Write this number on back of photo. Be careful of wet ink.

## FORMAT **H4**

Original photos work best, however we will accept good quality copies on photo paper only.

## Photo 5

Write this number on back of photo. Be careful of wet ink.

## Photo 6

Write this number on back of photo. Be careful of wet ink.

## Photo 7

Write this number on back of photo. Be careful of wet ink.

## Photo 8

Write this number on back of photo. Be careful of wet ink.