

# 2020 YEARBOOK RECOGNITION ADS

CONGRATULATE YOUR **CLASS OF 2020** GRAD IN HIS/HER 2020 YEARBOOK

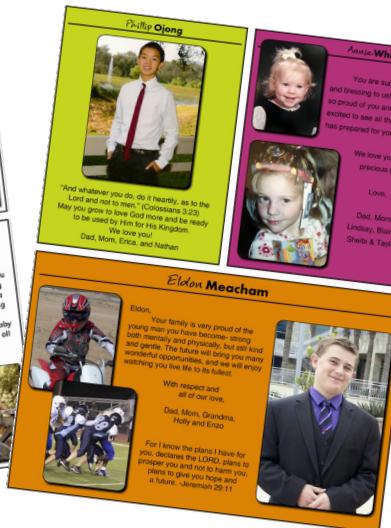
the  
**yearbook**  
company

**BEST PRICE**

**OCT 15** (EARLY BIRD),  
don't delay!

DUE POSTMARKED BY ON OR BEFORE:

NOVEMBER 14 (REGULAR DEADLINE), JANUARY 14 (LAST CHANCE DATE)



(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 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

- Must be submitted camera-ready OR digitally.
- Camera-ready means you must paste down all photos and text in place on a clean background or submit a photo-quality printout of the entire ad on glossy photo paper to the EXACT size of the ad (see specs on order form).
- **Digital submissions are acceptable but must be .jpg files that are 300 DPI actual size. (We cannot print from .pdf, .doc, .docx, .pub, .ppt and .psd files 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.)**
- Please 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 ANY MATERIALS TO THE SCHOOL.

Mail materials and payment to:  
Bishop Kelly High School Senior Ads  
The Yearbook Company  
7177 Brockton Ave., Suite 105  
Riverside, CA 92506

or submit 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

# Ads for Grads

2020 order form

Bishop Kelly High School, Boise, ID

the  
**yearbook**  
company

## STEP 1

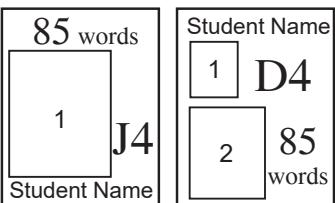
Place an "X" in the boxes to indicate the size and format of ad from the choices below that you are purchasing.

ALL ads are in FULL COLOR!

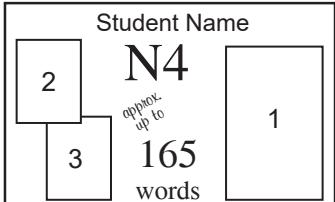
	early-bird price if postmarked by October 15	price if postmarked by November 14	final deadline* price if postmarked by January 14
<input type="checkbox"/> 1/4 page ad <input type="checkbox"/> Format "J4" <input type="checkbox"/> Format "D4" <input type="checkbox"/> CUSTOM *	\$65	\$80	\$95
<small>for custom, you must provide camera-ready art. The ad must fit within an 4 inch wide by 5.25 inch tall box</small>			
<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 *	\$115	\$130	\$155
<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>			
<input type="checkbox"/> Full page ad <input type="checkbox"/> Format "H4" <input type="checkbox"/> Format "I 4" <input type="checkbox"/> CUSTOM *	\$200	\$225	\$255
<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>			

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

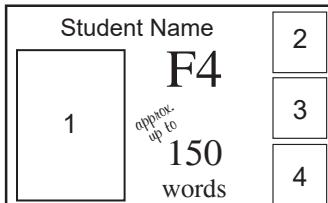
### 1/4 PAGE DESIGNS



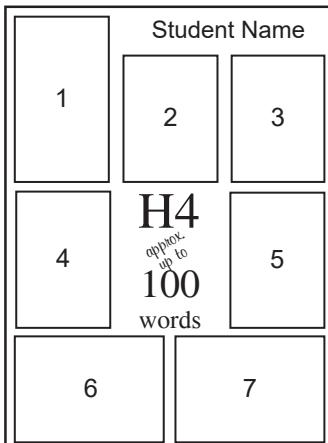
### HALF PAGE DESIGN



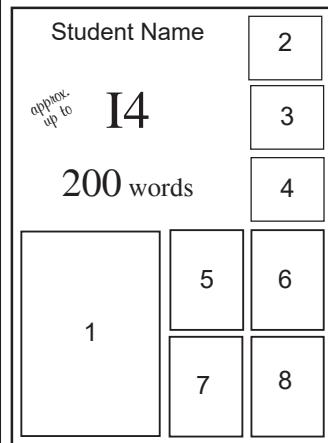
### HALF PAGE DESIGNS



### 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 \_\_\_\_\_

is this a surprise?    yes /  no

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 \$4.00 convenience fee for 1/4 ads,  
\$6.00 for half page ads or \$7 for full page ads

DO NOT SEND ANY MATERIALS TO THE SCHOOL.

YOU MUST MAIL EVERYTHING TO:

Bishop Kelly High School Senior 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.





*Please remember all deadline dates are postmark dates only.*

*(That means your order form, photos and message must be in the mail that day or submitted online by midnight.)*

## 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 provided, we will reduce or enlarge it to fill the space. Your photo will be reduced or enlarged to fit in this space.

### one photo

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 can be cropped 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. A horizontal photo in this space would be fine. We will adjust the frame.

## FORMAT D4

## Student Namehere

### Photo 2

Write this number on back of photo.

Be careful of wet ink.

### Photo 3

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.

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.

### Photo 1

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

## FORMAT N4

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

**Vertical ONLY**

1/2 PAGE DESIGN

*Please remember all deadline dates are postmark dates only.  
(That means your order form, photos and message must be in the mail that day or submitted online by midnight.)*

# Student Namehere

## 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.

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.

## 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 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.

# 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 **120** 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.

## 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.

*Please remember all deadline dates are postmark dates only.*

*(That means your order form, photos and message must be in the mail that day or submitted online by midnight.)*

# Student Namehere

## 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 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.

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.

## 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 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 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.

## 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.

*Please remember all deadline dates are postmark dates only.*

*(That means your order form, photos and message must be in the mail that day or submitted online by midnight.)*

# 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 **225** 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.

## Photo 1

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

**FORMAT I4**

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.

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 3

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 4

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 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.

## Frequently Asked Questions

### **Can I drop off my materials at the school?**

No. The ads are not processed at the school, therefore, you must mail them to THE YEARBOOK COMPANY.

### **Do my photos have to be the same size as the template?**

No. We scan and digitize each photo, therefore we are able to enlarge and/or reduce photos.

Vertical photos work best, but we can also zoom in on portions of photos and crop if you desire.

### **Will my ad be the same size as the template?**

This depends on the size of each individual school's yearbook. Generally if it is a high school yearbook, the sample ad is about 80% to 90% of the size that the ad will be in the yearbook. If it is a middle school yearbook, then the size is about the same.

### **Do I have to have the exact amount of words specified on the sample template?**

No. The amount given is a suggested amount to coincide with the size of the ad and what would be legible. If you write slightly more, the text will be put in a smaller font than shown, if you write less, it will be enlarged. (If the text you submit exceeds the specified limit by more than ten words it will be returned to you for revision.)

### **How can I indicate which photo I want to go where?**

Please write a number corresponding to the template lightly on the back of each photo.

### **Do I have to type my text?**

We try our best to ensure accuracy in the reproduction of messages, therefore submitting typed text is the best way to help us. We cannot guarantee the accuracy of any text that is handwritten, due to variations in handwriting size and style and human error. If you would like to submit your text on disk, you may certainly do so. Also, please do not type in caps unless you wish your message to appear in capital letters.

### **Will my ad be in color or in black and white?**

That depends on what types of ads your school offers and what type of yearbook they print. Please see the order form for pricing and availability. But if you submit color photos for a black and white ad, they will be converted to grayscale.

### **Must I choose from one of the pre-designed ad formats?**

Yes. Due to the quantity of ads received, we cannot customize each one. If you prefer a more personalized memory for your student, you may create a CUSTOM ad and submit camera-ready art.

### **What does "camera-ready" mean?**

Camera-ready means that the ad is done exactly as it is to be seen in the book, with photos pasted down and text in place. There is no limit to what you can do with a custom ad, so long as the ad itself fits within the specifications given on the order form. Camera-ready ads will be scanned in exactly as they are submitted and therefore must be submitted to size.

### **Is there a discount for custom ads?**

Unfortunately, no. The fee you are paying is for the actual ad *space*, not the creation of the ad, much like putting an advertisement in the newspaper, phone book or on television.

### **Can I cut my photos?**

It is not recommended that you cut photos unless it is in the same shape as the template. If your photos are in unorthodox shapes, we will be unable to fit them into the standardized template properly. In addition, for color ads, we will also be unable to use a color background with odd shaped photos.

**Can I submit my ad or photos on disk (digitally)?**

If you so desire, you may submit an electronic file(s) with **only** the following specifications: photos or complete ads may be submitted as actual size jpg files with a *minimum* resolution of 300 dpi. Anything less than this resolution is not suitable for yearbook printing. (Please note that Photoshop defaults at only 72 DPI so you must set the resolution prior to creating the ad/scanning. Resampled files tend to be very fuzzy.) We are unable to accept any digital files done in Microsoft Word, Publisher, Powerpoint, or any other desktop publishing-type program (unless it is submitted as a custom ad and printed out on photo paper, see above). CD's are acceptable but we cannot accept files via email. However, if the option is listed on your school's order form, you can submit your photos and message and pay for your ad via our website [www.theyearbookcompany.com](http://www.theyearbookcompany.com) by logging on to your school.

**Where does the money I am paying for this ad go?**

Revenue from student and business ads goes to the school and the yearbook program. Generally, the yearbook is self-supporting and most yearbook staffs rely on this income and parent support to keep the cost of the yearbook down. Often they pay for color in the book and/or other upgrades to the book while other times it is used for technology and education.

**If the yearbook doesn't come out until the end of the school year, why must my ad be submitted so early? And why do the prices increase each deadline?**

The yearbook is generally created beginning in October and finished in a matter of 5 months. As time elapses and pages are submitted to the publisher, the actual price of each page in the book increases month by month. In order to keep the cost of the yearbook down and ad prices low, schools try to sell and submit their ads as early as possible.

**Must I submit all my ad materials at the time of payment?**

Yes. Again, the price of the ad and the time the ad itself is submitted for printing are interrelated.

**Why can't I choose from more fonts?**

Because fonts are *owned* and often the school, the customer and the publisher do not always own the same fonts, we can only offer the fonts shown on your order form.

**Can I send copies of my photos instead of originals?**

Please do. As long as your copies are good-quality, copies generally work just as well as originals. But if a photo or copy is blurry or pixelated, it will remain so in the yearbook. But color copies on regular paper or printouts from inkjet printers do not reproduce well.

**Will I receive my photos back?**

Yes, but only if you have enclosed a self-addressed, stamped envelope. We are able to send back all materials once the yearbooks are distributed so you can expect to have them returned to you by the end of September following the receipt of the yearbook.

**Will I receive a confirmation upon the receipt of my order?**

No. Due to the volume of ads received, we are unable to contact each purchaser individually. Please consider your cancelled check your receipt. But you can always contact us on the web at [www.theyearbookcompany.com](http://www.theyearbookcompany.com).

**Will I see a proof of my ad?**

Unfortunately, no. Only the yearbook staff will get to see the ads before they are finalized. They receive and make all proof changes.