

2017 YEARBOOK RECOGNITION ADS (AKA baby ads)

the
yearbook
company

CONGRATULATE YOUR PROMOTING **8TH GRADER** IN THEIR 2017 YEARBOOK

DUE POSTMARKED BY ON

BEST PRICE

OR BEFORE: **OCT 18** (EARLY BIRD) OR **NOV. 15** (REGULAR DEADLINE)

don't delay!



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. 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 have pasted down all your photos and text exactly 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 can't print directly from a digital file any .pdf, .doc, .docx, .pub, .ppt and .psd 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:
Century Middle 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

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)

Ads for Grads 2017 order form

Century Middle School, Thornton, CO

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.	early-bird price if postmarked by October 18, 2016	final deadline* price if postmarked by November 15, 2016
ALL ads are in FULL COLOR!		
<input type="checkbox"/> 1/8 page ad <input type="checkbox"/> Format "A3" <input type="checkbox"/> 45 words (not pictured below)	\$32	\$37
<input type="checkbox"/> 1/4 page ad <input type="checkbox"/> Format "J3" <input type="checkbox"/> Format "D3"	\$49	\$59
<input type="checkbox"/> 1/2 page ad <input type="checkbox"/> Format "N3" <input type="checkbox"/> Format "F3" <input type="checkbox"/> Format "G3" <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>	\$95	\$110
<input type="checkbox"/> Full page ad <input type="checkbox"/> Format "H3" <input type="checkbox"/> Format "I3" <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>	\$175	\$195

Visit 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
<p>HALF PAGE DESIGN</p>			

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 (service fee applies) but orders submitted by mail are most common-- just make sure to send in good quality photos, please.

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 \$3.00 convenience fee for 1/8 and 1/4 ads and \$4.00 for half and full page ads

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

* Any orders postmarked after the final deadline will be accepted (with a \$15 late fee) on a first-come, first-served basis if space is still available. (Or order online if it's still open.)