

CLASS OF 2022 YEARBOOK RECOGNITION ADS (aka baby ads)

the
yearbook
company
Ads for Grads

MAKE SURE YOUR FAVORITE SENIOR IS FEATURED IN THE 2022 YEARBOOK!

Congratulate your special graduate in the yearbook in your own words and pictures!

Due date is POSTMARKED by: **Oct 29** (early bird price) or **Nov 16** (final deadline)



(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

Mail EVERYTHING together: photos, message, order form and payment in ONE package postmarked by the deadline.

Or order online at: www.TheYearbookCompany.com by midnight on the day of the deadline.

We reserve the right to edit or remove material inappropriate for 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.

TEXT

(See ad formats online or order form for character count guidelines.)

- Type your message on white paper, typed in a plain font
- OR
- Submit a word doc or .txt file on a CD or jump drive.

PHOTOS

(Photos will be sized to fit.)

HARD COPY PHOTOS:

- Submit the exact number of photos to match your format.
- Write position number and student's name on each photo.
- Do not submit computer printouts on regular paper.
- DO NOT fold or cut photos. Careful of wet ink!

DIGITAL PHOTOS:

- Submit 300 DPI .jpg files on a CD or jump drive.
- File name should be the student's name and photo position number. (ex John Doe 2.jpg)

GENERAL PHOTO GUIDELINES:

- NO photos from websites or screen shots from cell phones, no watermarked photos, no copyrighted photos.
- We cannot fix photos (blurry, creased, fingerprinted, etc.)

CUSTOM ADS

HARD COPY AD:

- Submit a perfect, "camera-ready" ad by mail. The ad looks perfect because you've glued/taped everything in its EXACT place and EXACT size (see specs on order form).

OR

- Submit a photo-quality printout of the ad on glossy photo paper, made to be the EXACT size of the ad (see specs on order form).

DIGITAL AD:

- Must be 300 DPI actual size .jpg files.
- Please DO NOT use Microsoft Word, PowerPoint, or online photo sharing tools to create your ad due to poor resolution. If you use these programs, submit a photo-quality printout of the ad on glossy photo paper, made to be the EXACT size of the ad (see specs on order form).

GENERAL CUSTOM AD GUIDELINES:

- **Include your child's name on your artwork.**
- Do not put any wording or faces on the very edge.
- We cannot create custom ads for you.

SUBMITTING

DO NOT SEND ANYTHING TO THE SCHOOL

Mail all materials and payment to:
New Vista High School Senior Ads
The Yearbook Company
3900 Market Street, Suite 230
Riverside, CA 92501

OR if you are technology savvy, you can submit **everything** online at www.TheYearbookCompany.com (it's not possible to just pay online- all your photos and message must be submitted at that time as well.)

for more information and for answers to frequently asked questions, please visit

www.theyearbookcompany.com or call 951-274-9561

(Please note that a recognition ad and the pre-order of a yearbook are two separate purchases)

Ads for Grads 2022 order form

New Vista High School, Boulder, 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 29	final deadline* price if postmarked by November 16
ALL ads are in FULL COLOR!			
<input type="checkbox"/> 1/8 page ad	<input type="checkbox"/> Format "A5" <input type="checkbox"/> Format "B5"	\$75	\$95
<input type="checkbox"/> 1/4 page ad	<input type="checkbox"/> Format "J5" <input type="checkbox"/> Format "D5" <input type="checkbox"/> Format "E5" <input type="checkbox"/> CUSTOM * <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>	\$115	\$145
<input type="checkbox"/> 1/2 page ad	<input type="checkbox"/> Format "N5" <input type="checkbox"/> Format "F5" <input type="checkbox"/> Format "G5" <input type="checkbox"/> Format "K5" <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	\$195
<input type="checkbox"/> Full page ad	<input type="checkbox"/> Format "H5" <input type="checkbox"/> Format "T5" <input type="checkbox"/> Format "O5" <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>	\$325	\$355

Visit www.theyearbookcompany.com to see full size formats with detailed descriptions and character counts.

1/8 & 1/4 PAGE DESIGNS	HALF PAGE DESIGNS	HALF PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS
<div>Student Name A5 45 words</div> <div>Student Name 35 words B5</div> <div>Student Name D5 75 words</div> <div>Student Name E5 50 words</div>	<div>Student Name 85 words J5</div> <div>Student Name 140 words F5</div> <div>Student Name 120 words H5</div>	<div>Student Name 120 words G5</div> <div>Student Name 120 words K5</div>	<div>Student Name 100 words H5</div>	<div>Student Name 140 words T5</div>	<div>Student Name 150 words O5</div>

All deadlines are postmark dates... you only need to either mail or upload your order (photos and message) by that day.

If you are good with technology, you can submit and purchase your dedication online by uploading digital/scanned (300 dpi) .jpg images and your message. at 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 photos returned so I am enclosing a self-addressed, stamped, appropriately-sized envelope. (Otherwise your photos won't be returned.)

Please note, however, that we cannot guarantee the safety of your photos once we have put them in the mail, so please make duplicates of all irreplaceable photos. PHOTOS WILL BE RETURNED AFTER ALL YEARBOOK DISTRIBUTIONS HAVE CONCLUDED, IN THE SUMMER.

(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 1/8 and 1/4 ads and \$8.00 for half and full page ads

DO NOT SEND ANY MATERIALS TO THE SCHOOL.

YOU MUST MAIL EVERYTHING TO:

New Vista High School Senior Ads

The Yearbook Company

3900 Market Street, Suite 230

Riverside, CA 92501

* 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.

for more information and for answers to frequently asked questions, please visit www.TheYearbookCompany.com or call 951-274-9561