

2017 YEARBOOK RECOGNITION ADS

the
yearbook
company

CONGRATULATE YOUR **CLASS OF 2017** GRAD IN THE 2017 YEARBOOK

DUE POSTMARKED BY ON OR BEFORE:

DECEMBER 1 (REGULAR DEADLINE), JANUARY 17 (LAST CHANCE DATE)

BEST PRICE

OCT 13 (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. 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:
Newbury Park High School Senior Ads
The Yearbook Company
7177 Brockton Ave., Suite 105
Riverside, CA 92506

or submit 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

Ads for Grads 2017 order form

Newbury Park High School, Newbury Park, CA

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 13	price if postmarked by December 1	final deadline* price if postmarked by January 17
ALL ads are in FULL COLOR!				
<input type="checkbox"/>	1/8 page ad <input type="checkbox"/> Format "A3" <input type="checkbox"/> Format "B3"	\$65	\$90	\$115
<input type="checkbox"/>	1/4 page ad <input type="checkbox"/> Format "C3" <input type="checkbox"/> Format "D3" <input type="checkbox"/> Format "E3"	\$105	\$140	\$170
<input type="checkbox"/>	1/2 page ad <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>	\$195	\$235	\$275
<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>	\$345	\$375	\$400

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

1/8 PAGE DESIGNS	HALF PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS
<p>Student Name</p> <p>A3 45 words</p> <p>Student Name</p> <p>B3 35 words</p> <p>1/4 PAGE DESIGNS</p> <p>Student Name</p> <p>C3 100 words</p> <p>Student Name</p> <p>D3 2 words</p> <p>1 85 words</p> <p>Student Name</p> <p>E3 85 words</p> <p>1 2 3</p>	<p>Student Name</p> <p>1 2 F3</p> <p>3 4 approx. up to 150 words</p> <p>Student Name</p> <p>2 3 4 5</p> <p>Student Name approx. up to G3 120 words 1</p>	<p>1</p> <p>2 5</p> <p>3 H3 6</p> <p>4 175 words 7</p> <p>Student Name</p>	<p>I3 120 words 1</p> <p>2 3</p> <p>4 5 6 Student Name</p> <p>7 8</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

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\$ _____ 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:
Newbury Park 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.

student NAME HERE

Dear Parents,
Your message to your student will be typeset to fit in this space. The total length of the message should not exceed about 45 words. (This is just an estimate.)
We will crop and/or resize your photo to fit in the frame.

Single vertical photo goes here

FORMAT A3

Vertical

EIGHTH PAGE DESIGN

student NAME HERE

Dear Parents,
We will type your message to fit in this space. Limit your number of words to 35 or less. We will adjust the size of the type as needed to make it fit.

Single horizontal photo goes here

FORMAT B3

Horizontal

EIGHTH PAGE DESIGN

student NAME HERE

Dear 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 140 words (max 770 characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will enlarge it to fill the space. Your photos will be reduced or enlarged to fit this space. Original photos work best, however we will accept good quality copies on photo paper. If you have a horizontal photo it will work best in photo box three.

Be careful of wet ink when numbering photos.

Photo 1
Write this number on back of photo. Be careful of wet ink.

FORMAT F3

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.

Can be horizontal.

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.

Can be horizontal.

HALF PAGE DESIGN

student NAME HERE

Dear 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 100 words (max 550 characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will enlarge it to fill the space. Your photo will be reduced or enlarged to fit this space.
Additionally paragraph spacing and formatting lessens the amount of available space, so this is just an estimate.

Single photo goes here.

FORMAT C3

Can be horizontal or vertical.

THESE THREE ARE QUARTER PAGE DESIGNS

student NAME HERE

Dear 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 85 words (max 470 characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will enlarge it to fill the space. Your photos will be reduced or enlarged to fit this space.

Be careful of wet ink when numbering photos.

Photo 1
Write this number on back of photo. Be careful of wet ink.

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.

FORMAT E3

student NAME HERE

Dear 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 (max 660 characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will enlarge it to fill the space. Your photos will be reduced or enlarged to fit this space. Original photos work best, however we will accept good quality copies on photo paper. A horizontal photo will work best in photo box five.

Be careful of wet ink when numbering photos.

HALF PAGE DESIGN

student NAME HERE

Dear 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 85 words (max 470 characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will enlarge it to fill the space.
Your photos will be reduced or enlarged to fit these spaces.

Photo 1
Write this number on back of photo. Be careful of wet ink.

FORMAT D3

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.

Be careful of wet ink when numbering photos.

student NAME HERE

Dear 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 85 words (max 470 characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will enlarge it to fill the space. Your photos will be reduced or enlarged to fit this space.

Be careful of wet ink when numbering photos.

Photo 1
Write this number on back of photo. Be careful of wet ink.

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.

FORMAT E3

student NAME HERE

Dear 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 140 words (max 770 characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will enlarge it to fill the space. Your photos will be reduced or enlarged to fit this space. Original photos work best, however we will accept good quality copies on photo paper. A horizontal photo will work best in photo box five.

Be careful of wet ink when numbering photos.

HALF PAGE DESIGN

Photo 1
Write this number on back of photo. Be careful of wet ink.

FORMAT **H3**

Original photos look best, however we can 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.

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.

Dear Parents,
Your message to your student will be typeset to fit in this space. For the type to be set in a legible size, the total length of the message should not exceed **175 words** (max **1000** characters for online submissions), including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fill the space provided, we will enlarge the size of the font and adjust formatting as needed to make it fit and look its best.

Please note the orientation of the photo boxes in this sample layout. Though we can crop and/or resize photos to fit in the frames, vertical photos or photos that can be cropped vertically do look best in the vertical frames.

Horizontal photos may be can be used in boxes two or five or both.

THESE ARE FULL PAGE DESIGNS

student **NAM E H E R E**

Dear 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** (max **825** characters for online submission), including the "signature" at the end. If the copy you submit does not fit in the space provided, we will 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 only. Please place horizontal photos in horizontal boxes (2, 3, 7 & 8) and vertical photos in vertical boxes (1, 4, 5, & 6).

Be careful of wet ink when numbering photos.

Photo 1
Write this number on back of photo. Be careful of wet ink.

FORMAT **H3**

Original photos look best, however we can accept good quality copies on photo paper only.

Photo 2
Write this number on back of photo. Be careful of wet ink.

Boxes 2 and 3 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 2 and 3 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.

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 6
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 7 and 8 are designed for horizontal photos, like family photos or group shots. Do not use this space for a portrait photo.

Photo 8
Write this number on back of photo. Be careful of wet ink.

Boxes 7 and 8 are designed for horizontal photos, like family photos or group shots. Do not use this space for a portrait photo.

THESE ARE FULL PAGE DESIGNS

student **NAM E H E R E**