

CLASS OF 2022 YEARBOOK RECOGNITION 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:

Dec 2nd
(early bird price)

OR Jan 11th

(regular deadline) OR the

LAST & FINAL CHANCE

DATE FEB. 3RD



(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
- 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:
San Marcos 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

San Marcos High School, San Marcos, 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 December 2	price if postmarked by January 11	final deadline* price if postmarked by February 3
ALL ads are in FULL COLOR!				
☐ 1/8 page ad	☐ Format "A4" this format is not pictured below- a business card sized ad with one photo and a 45 word message	\$95	\$125	\$155
☐ 1/4 page ad	☐ Format "J4" ☐ Format "D4" ☐ Format "E4" ☐ CUSTOM* for custom, you must provide camera-ready art. The ad must fit within an 4 inch wide by 5.25 inch tall box	\$170	\$195	\$230
☐ 1/2 page ad	☐ Format "N4" ☐ Format "F4" ☐ Format "Q4" ☐ CUSTOM* for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 5.5 inch tall box	\$270	\$295	\$325
☐ Full page ad	☐ Format "H4" ☐ Format "I 4" ☐ Format "O4" ☐ CUSTOM* for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 11 inch tall box	\$365	\$390	\$425

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

1/4 PAGE DESIGNS	HALF PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS
Student Name 1 D4 2 approx. up to 85 words Student Name 1 E4 2 approx. up to 65 words 3 4 HALF PAGE DESIGN Student Name 2 N4 3 approx. up to 165 words 1	Student Name 1 F4 2 approx. up to 150 words 3 4 Student Name 1 Q4 2 approx. up to 80 words 3 4 5	Student Name 1 2 3 4 5 6 7 H4 approx. up to 100 words	Student Name 1 I4 2 approx. up to 220 words 3 4 5 6 7 8	Student Name 1 O4 2 approx. up to 150 words 3 4 5 6 7 8 9

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 .jpg images (300 dpi) 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 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:
San Marcos 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

Student Namehere

Parents,

We will type your message to fit in this space. Limit your number of words to **45** or less (250 characters). Word counts are an approximation of your allowable characters.

If you have a horizontal photo use format "B4."

Photo 1

VERTICAL

FORMAT

A4

Student Namehere

Parents,

We will type your message to fit in this space. Limit your number of words to **35** or less (200 characters). Word counts are an approximation of your allowable characters.

Photo 1

HORIZONTAL

FORMAT

B4

Student Namehere

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, (470 characters) including the "signature" at the end. Word counts are an approximation of your allowable characters.

Your photo will be reduced or enlarged to fit in this space. This box can be adjusted to accommodate a horizontal photo.

FORMAT

J4

Photo 1

VERTICAL OR
HORIZONTAL

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

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, (470 characters) including the "signature" at the end. Word counts are an approximation of your allowable characters.

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. If you have a horizontal photo use box 1.

Photo 1

VERTICAL OR
HORIZONTAL

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

Photo 2

VERTICAL

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

Be careful of wet ink.

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, and not exceed **65** words, (360 characters) including the "signature" at the end. Word counts are an approximation of your allowable characters.

Please do **NOT** submit horizontal photos.

Photo 1

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

VERTICAL
PHOTO ONLY

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

Photo 2

VERTICAL
PHOTO ONLY

Photo 3

VERTICAL
PHOTO ONLY

FORMAT

E4

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. The total length of the message should not exceed **150** words, (825 characters) including the "signature" at the end. Word counts are an approximation of your allowable characters. 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 photos can be used in photo boxes 2, 3 & 4. **Photo one must be a vertical photo only.**

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

VERTICAL PHOTO ONLY

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. The total length of the message should not exceed **80** words, (440 characters) including the "signature" at the end. Word counts are an approximation of your allowable characters. Your photos will be reduced or enlarged to fit these spaces. A horizontal photo would look best in box 3.

1/2 PAGE DESIGN

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.

FORMAT

Q4

Photo 3

HORIZONTAL PHOTO ONLY

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 4

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

VERTICAL

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.

VERTICAL

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.

VERTICAL

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.

VERTICAL

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.

VERTICAL

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.

HORIZONTAL PHOTO ONLY

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.

HORIZONTAL PHOTO ONLY

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. The total length of the message should not exceed **220** words, (**1200** characters) including the "signature" at the end. Word counts are an approximation of your allowable characters. You may get more or less words with your allotted **1200** characters depending on which words are used. Your photos will be reduced or enlarged to fit this these spaces. Original photos work best, however we will accept good quality copies on photo paper. Boxes 1, 5, 6, 7 & 8 are designed for vertical pictures.

Please use horizontal photos in boxes 2, 3 and 4.

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

14

VERTICAL PHOTO ONLY

Boxes 1, 5, 6, 7 and 8 are designed for vertical photos or photos that can be cropped vertically. Do not use this space for a horizontal photo.

Photo 5

VERTICAL

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

Photo 6

VERTICAL

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

Photo 7

VERTICAL

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

Photo 8

VERTICAL

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