

# 2020 YEARBOOK RECOGNITION ADS

the  
**yearbook**  
company

CONGRATULATE YOUR **SENIOR** IN THE 2020 YEARBOOK

DUE POSTMARKED BY ON OR BEFORE:

**BEST PRICE**

**NOV 15** (EARLY BIRD) OR **DECEMBER 13** (LAST CHANCE DATE)

*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 submit your entire order 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

- Can be submitted camera-ready OR digitally.
- "Camera-ready" means you must paste down all your photos and text exactly in place 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 cannot print from .pdf, .doc, .docx, .pub, .ppt and .psd files 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 artwork 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:  
Bonita High School Senior 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](http://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 2020 order form

Bonita High School, La Verne, 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 November 15	final deadline* price if postmarked by December 12
ALL ads are in <b>FULL COLOR!</b>		
<input type="checkbox"/> 1/4 page ad <input type="checkbox"/> Format "J4" <input type="checkbox"/> Format "D4" <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	\$130
<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 * <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>	\$215	\$235
<input type="checkbox"/> Full page ad <input type="checkbox"/> Format "H4" <input type="checkbox"/> Format "I 4" <input type="checkbox"/> Format "O4" <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>	\$360	\$385

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	FULL PAGE DESIGN	FULL PAGE DESIGN	FULL PAGE DESIGN

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) 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. (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.**

**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 1/4 ads \$8.00 for half and \$11 for full page ads**

**DO NOT SEND ANY MATERIALS TO THE SCHOOL.**

**YOU MUST MAIL EVERYTHING TO:**

**Bonita 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.

for more information and for answers to frequently asked questions, please visit [www.TheYearbookCompany.com](http://www.TheYearbookCompany.com) or call 951-274-9561

## Student Namehere

### FORMAT J4

Parents,  
The message to your student will be typeset to fit in this space. Your message should not exceed **85** words, (**470** characters) including the "signature" at the end. Word counts are an approximation based on the amount of characters available. You may get more or less words, depending on which words you use. Your photo will be reduced or enlarged to fit in this space.

#### Photo 1

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.

This box can be adjusted to accommodate a horizontal photo.

## Student Namehere

Dear Parents,

Your message to your student will be typeset to fit in this space. Your message should not exceed **85** words, (**470** characters) including the "signature" at the end. Word counts are an approximation based on the amount of characters available. You may get more or less words, depending on which words you use. 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.

### FORMAT D4

## Student Namehere

Dear Parents,

Your message to your student will be typeset to fit in this space. Your message should not exceed **150** words, (**825** characters) including the "signature" at the end. Word counts are an approximation based on the amount of characters available. You may get more or less words, depending on which words you use. 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.

### FORMAT F4

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

**Horizontal photos may be submitted for any of the boxes except photo 1, with the photo 4 position looking the best.**

1/2 PAGE DESIGN

#### 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.

## Student Namehere

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. Word counts are an approximation based on the amount of characters available. You may get more or less words, depending on which words you use. 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.

**Horizontal photos may be submitted for boxes 2 or 3.**

1/2 PAGE DESIGN

#### 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.

## Student Namehere

Dear Parents,

Your message to your student will be typeset to fit in this space. Your message should not exceed **120** words, (**660** characters) including the "signature" at the end. Word counts are an approximation based on the amount of characters available. You may get more or less words, depending on which words you use. 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.

**Horizontal photos may be submitted for any of the boxes except photo 1, with the photo 2 position looking the best.**

1/2 PAGE DESIGN

#### 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.

#### 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.

# Student Name:here

## Photo 1

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

## FORMAT



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.

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 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.

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.

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

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 **220** words (max **1200** characters), including the "signature" at the end. Word counts are an approximation based on the amount of characters available. You may get more or less words, depending on which words you use.

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 and horizontal photos look best in the horizontal spaces.

**Photo 1 MUST be vertical. Please note photos 2, 3 and 4 are intended to be horizontal, with photos 1, 5, 6, 7 and 8 intended to be vertical.**

## FULL PAGE DESIGN

### Photo 1

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

## FORMAT



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 6

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 8

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.