

# 2021 York High School yearbook ad order form

## Express your heart felt message with York's Senior Recognition Ads

a service provided in partnership with:



For questions call:  
757-774-7129

or visit:

[www.thesenioradcompany.com](http://www.thesenioradcompany.com)

### OPTION #1

Order and submit everything online at:

[www.thesenioradcompany.com](http://www.thesenioradcompany.com)

### OPTION #2

Complete the order form and send all items by mail to the address below.

If you are sending a thumb drive, please use a padded envelope. Please number the photos as you would like them to appear and put your student's name on the back of each (it is best to apply a label to the back and write information there...ink and pencil can indent or destroy a photo).

\* Late ads will be accepted after the deadline on a first-come, first-served basis. Please include a \$25 late fee.

## Step 1: Choose an ad size and template

1. Place an "X" in the box to indicate the size 2. Make sure you also select the format. 3. Circle the price (all ads are color).	Early Bird Discount! Price if postmarked by Dec. 4	Regular Deadline Price if postmarked by Feb. 4
<input type="checkbox"/> 1/8 page ad <input type="checkbox"/> Design 1/8 M <input type="checkbox"/> Design 1/8 N <input type="checkbox"/> CUSTOM Design O* <b>You must provide camera-ready art. The ad must fit inside a 4 inch wide by 2.5 inch tall border.</b>	\$80	\$100
<input type="checkbox"/> 1/4 page ad <input type="checkbox"/> Design 1/4 J <input type="checkbox"/> Design 1/4 K <input type="checkbox"/> CUSTOM Design L* <b>You must provide camera-ready art. The ad must fit inside a 4 inch wide by 5 inch tall border.</b>	\$145	\$165
<input type="checkbox"/> 1/2 page ad <input type="checkbox"/> Design 1/2 F <input type="checkbox"/> Design 1/2 G <input type="checkbox"/> Design 1/2 H <input type="checkbox"/> CUSTOM Design I* <b>You must provide camera-ready art. The ad must fit inside an 8 inch wide by 5 inch tall border.</b>	\$270	\$290
<input type="checkbox"/> Full page ad <input type="checkbox"/> Design Full A <input type="checkbox"/> Design Full B <input type="checkbox"/> Design Full C <input type="checkbox"/> Design Full D <input type="checkbox"/> CUSTOM Design E* <b>You must provide camera-ready art. The ad must fit inside an 8 inch wide by 10 inch tall border.</b>	\$385	\$405

SCHOOL POLICY PROHIBITS THE FOLLOWING PHOTOGRAPHIC CONTENT:  
Alcohol, Tobacco or Drugs, Gang Symbols or Weapons, Nudity (incl. baby photos)

## Step 2: Fill out the form

Please use a separate form for each ad order.

Extra forms can be obtained at [www.thesenioradcompany.com](http://www.thesenioradcompany.com)

PLEASE FILL OUT COMPLETELY:

1. Name of person purchasing ad (name on check or credit card):  
\_\_\_\_\_

2. Address: \_\_\_\_\_

3. City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

4. Contact Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  Phone is the best way to contact me.

5. Contact Email Address: \_\_\_\_\_  E-mail is the best way to contact me.

6. Student's Name as you would like it to appear on the ad:

(THIS is the name that we will use regardless of name typed on message enclosure. We will not add the name to custom ads)

7. # of photos enclosed: \_\_\_\_\_ 8. Is this a surprise for the student? \_\_\_\_\_

9. Choose a font style would for your message. (All names will be in Arial Bold Italic. This does not apply to custom ads.) circle one

Arial Times New Roman Times New Roman Italic  
Lucinda Calligraphy

10. Would you like your materials returned to you?

circle one Yes\* No

\*If you choose to have your materials returned, please enclose a self-addressed envelope that is the appropriate size for your materials AND that has the appropriate postage applied. If you sent a thumb drive, please provide a padded envelope. Please consider any postage increases that will apply. We cannot guarantee the return of photos once they have been given to the postal service.

## Step 3: Send payment and materials

PLEASE MAKE CHECKS

PAYABLE TO:

The Senior Ad Company

I have enclosed a check in the amount of:

\$ \_\_\_\_\_ Check # \_\_\_\_\_

A \$35 fee will apply to any returned check.

I am paying by credit card: *circle one* Visa MasterCard

\$ \_\_\_\_\_ Exp. Date: \_\_\_\_\_

DO NOT SEND ANY MATERIALS TO THE SCHOOL.

YOU MUST MAIL EVERYTHING TO:

York HS Senior Ads

The Senior Ad Company

1320 Mozart Drive

Virginia Beach, VA 23454

WE DO NOT RECOMMEND REQUIRING A SIGNATURE ON YOUR ENVELOPE. THIS CAN DELAY DELIVERY BY SEVERAL DAYS. INSTEAD, TRY DELIVERY CONFIRMATION.

Please include this entire page with your order.

# Frequently Asked Questions

## Do my photos have to be the same size as the template?

No. We scan and digitize each photo, therefore we are able to enlarge and/or reduce photos. We can also zoom in on portions of photos and crop if you include directions. We can accept photos up to size 8x10.

## How many words can my message be?

This depends on the ad design you choose. Please see the word count recommendations on the layouts pages. We will shrink or enlarge font size in order to fit the space provided, but please keep the layout in mind as you create your special message. **IF YOUR MESSAGE MUST BE TYPESET A CERTAIN WAY, THIS WILL TAKE UP MUCH MORE SPACE AND YOU SHOULD SHORTEN YOUR MESSAGE ACCORDINGLY.**

## How can I indicate which photo I want to go where? How will you know what to include from each photo?

Please apply a label to the back of each photo and number it according to the layout's numbering. Be sure to also include your student's name on the label as well. We always crop to include as much of the subject as possible, usually zooming in as closely as we can to the subject's head & shoulders. If you would like us to include special elements of the photo that would not ordinarily be included (i.e. parts of the background, full-length body shots, etc.), please note that on a label on the back of the photo or on the sheet that includes your message. Alternatively, if there are people or things you do want cropped out, please indicate that as well. **WE NEVER CROP OUT PEOPLE** unless specified.

## Do I have to type my text?

We try our best to ensure accuracy in the reproduction of messages, therefore submitting typed text is the best way to help us. We cannot guarantee the accuracy of any text that is handwritten, due to variations in handwriting size and style and human error. If you would like to submit your text on disk, you may certainly do so. Also, please do not type in caps unless you wish your message to appear in capital letters.

## Must I choose from one of the pre-designed ad formats?

Yes. Due to the quantity of ads received, we cannot customize each one. If you prefer a more personalized memory for your student, you may create a CUSTOM ad and submit a digital design.

## What does digitally "camera-ready" mean?

Camera-ready means that the ad is done exactly as it is to be seen in the book. There is no limit to what you can do with a custom ad, so long as the ad itself fits within the specifications given on the order form. **Please ensure your ad fits the dimensions given on the order form. DIMENSIONS ARE CRITICAL.**

## Can I submit my ad or photos on disk (digitally)?

If you so desire, you may submit an electronic file(s) with only the following specifications: photos or complete ads may be submitted as actual size tiff or jpg files with a minimum resolution of **300 dpi**. (Please note that Photoshop defaults at only 72 DPI so you must set the resolution prior to creating the ad/scanning.) Color ads must be saved in CMYK color. We are unable to accept any digital files done in Microsoft Word, Publisher, Powerpoint, or any other desktop publishing-type program (unless it is submitted as a custom ad and printed out on photo paper). CDs are acceptable but we cannot accept files via e-mail. **PLEASE** put your student's name & school on all CDs and thumb drives. **DPI REQUIREMENT IS CRITICAL.**

## Where does the money I am paying for this ad go?

Revenue from student and business ads goes to the school and the yearbook program. Generally, the yearbook is self-supporting and most yearbook staffs rely on this income and parent support to keep the cost of the yearbook down. Often they pay for color in the book and/or other upgrades to the book while other times it is used for technology and education.

## If the yearbook doesn't come out until the end of the school year, why must my ad be submitted so early? And why do the prices increase each deadline?

The yearbook is generally created beginning in October and finished in a matter of 5 months. As time elapses and pages are submitted to the publisher, the actual price of each page in the book increases month by month. In order to keep the cost of the yearbook down and ad prices low, schools try to sell and submit ads as early as possible.

## Can I cut my photos?

We **STRONGLY** discourage cutting photos. If your photos are in unorthodox shapes (stars, hearts, etc.), we will be unable to fit them into the standardized template properly. In addition, for color ads, we will also be unable to use a color background with odd-shaped photos if one is selected by the school.

## Can I send copies of my photos instead of originals?

Please do. As long as your copies are good-quality, copies generally work just as well as originals. But if a photo or copy is blurry or pixilated, it will remain so in the yearbook. Please bear in mind that we cannot be responsible for lost, damaged, misdirected or undelivered original photos coming either to or from our office. **WE STRONGLY ENCOURAGE** you to send copies of your irreplaceable photographs. You may also wish to include 1 or 2 "second-choice" photos in the case that your selections do not fit.

## Will I receive a confirmation upon the receipt of my order?

Please consider your cancelled check or credit card statement as confirmation of your order. Checks are often not deposited for up to a month, so please be patient. If after a month your check has not cleared the bank, please contact us for verification that we have received your order.

## Will I receive my photos back?

Yes, but only if you have enclosed a self-addressed, stamped envelope. We are able to send back all materials once the yearbooks are distributed so you can expect to have them returned to you **by the end of September following the receipt of the yearbook.** **We are unable to make any exceptions.** Please consider the size of the envelope you are including to ensure that it can accommodate your photos as well as any postage increases that many go into effect before photos are returned next year.

## If my child's school uses color backgrounds, can I select which color I want?

Some schools choose a palette of colors for use as backgrounds of the color ad pages. This palette changes from year to year, so unfortunately, we are unable to allow parents to choose the background color of their child's ad. The Yearbook Company will choose a color that best complements the photos in the ad and provides a variety of color in the ad section.

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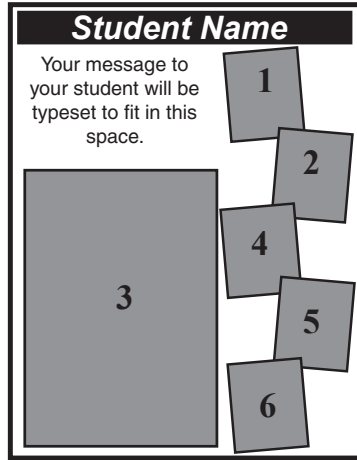
[www.thesenioradcompany.com](http://www.thesenioradcompany.com)

### 2021 layout options

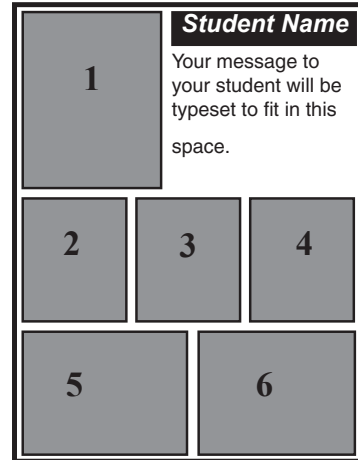
We are unable to modify these templates in any way. If you would prefer a more personalized ad, please submit yours under our "custom" option.

## Full Page Ads

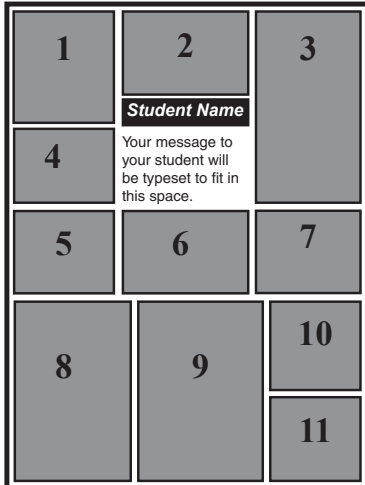
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size. Full A & B will accommodate approx. 130-140 words. Full C will accommodate approx. 40-50 words. Full D will accommodate approx. 200 words.



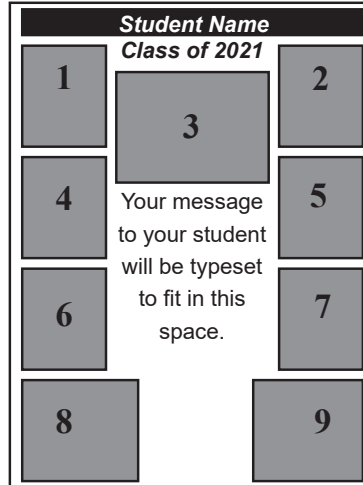
Layout Design #Full A (6 photos)



Layout Design #Full B (6 photos)



Layout Design #Full C  
(11 photos)

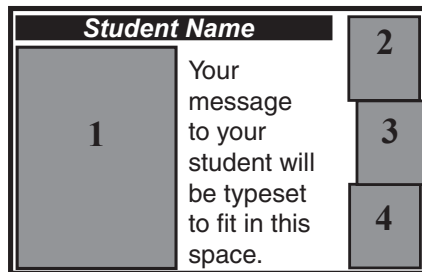


Layout Design #Full D  
(9 photos)

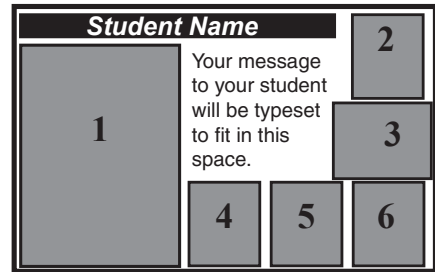
Layout Design #Full E  
is a custom ad you design yourself

## 1/2 Page Ads

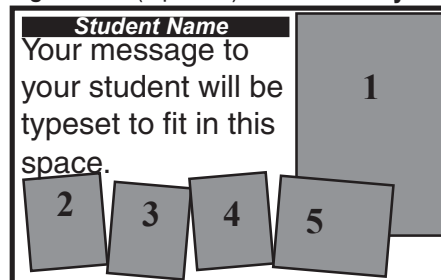
Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size. 1/2 F and 1/2 G will accommodate 85-95 words. Layout 1/2 H will accommodate approx. 110-120 words.



Layout Design #1/2 F (4 photos)



Layout Design #1/2 G (6 photos)

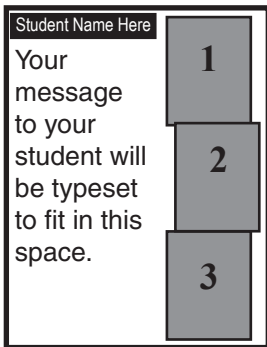


Layout Design #1/2 H (5 photos)

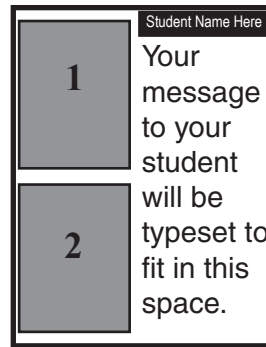
Layout Design #1/2 I  
is a custom ad you design yourself.

# 1/4 Page Ads

Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size. Both accommodate approx. 85-95 words. Depending on the yearbook size, this ad is approximately the size of two business cards.



Layout Design #1/4 J (3 photos)

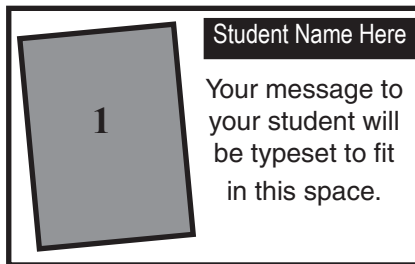


Layout Design #1/4 K (2 photos)

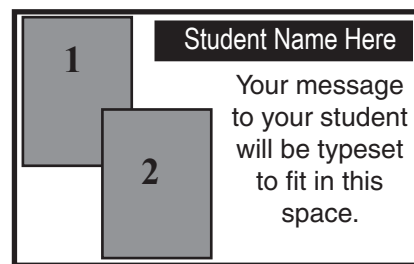
Layout Design #1/4 L is a custom ad you design yourself

# 1/8 Page Ads

Refer to the number below each design to identify which layout you wish to use for your student's ad. Ads shown smaller than actual size. Both accommodate approx. 45-55 words. Depending on the yearbook size, this ad is approximately the size of a business card.



Layout Design #1/8 M (1 photo)



Layout Design #1/8 N (2 photos)

Layout Design #1/8 O is a custom ad you design yourself.

## Submission Checklist for Non-Custom Ads:

- Select size of ad. Mark it on the order form (1st page).
- Selected style of ad (A, B, custom, etc.). Mark it on the order form.
- Circle the price of the ad in the appropriate column on the order form.
- Include the correct number of photographs for the style. Double-check to be sure they meet all content guidelines established by the school (see list on 1st page). Be sure photos can be cropped vertically for vertical photos and horizontally for horizontal photos.
- Label the backs of all photos with the number that corresponds to its placement in the ad (see templates for numbering). Write your student's name and school on each label. **DO NOT TAPE PHOTOS TO ANOTHER PAPER.**
- For photos that are from a professional photographer or studio, contact them to obtain reprint permission. By including these photos, you are certifying that you have received such permission for this purpose.
- For photos on disk, double-check to be sure the file(s) are at least 300 dpi original size. Check to be sure the files are saved to the disk.
- Completely fill out the contact section of the order form, indicating the best way to contact you.
- Include a typed message for your student. If not including a message, please indicate on the order form.
- Select a font and indicate your student's name as well as if the ad is a surprise (1st page).
- Enclose a postage-paid, self-addressed return envelope (padded for thumb drives) if you want photos returned.  
Be sure to include correct return postage.
- Include payment by check or credit card on the bottom of the order form. **PLEASE DO NOT STAPLE CHECKS.**

For more information:  
visit [www.thesenioradcompany.com](http://www.thesenioradcompany.com)  
or call 757-774-7159

**IMPORTANT NOTICE:** We reserve the right to edit inappropriate or remove copyrighted material (including a copyrighted photo indicates that you have received permission from the photographer to reprint the photo in your student's ad). We reserve the right to move photos around as needed to fit the selected layout or to choose a different layout if the correct number of photos is not included. If too many photos are included, we will choose the ones to appear in the ad. If an inappropriate photo is submitted, we will remove it and adjust the layout accordingly. For photos/ads submitted on disk, if the resolution is less than 300 dpi, we will increase, however, loss of quality is likely to occur. For custom ads submitted not to specified dimensions, ad will appear "stretched" once placed.