

7177 Brockton Ave., Suite 105
Riverside • California • 92506
www.theyearbookcompany.com

Dear Parents:

It's hard to believe, but in just a few short months, your student's stay at **MARTIN LUTHER KING HIGH SCHOOL** will be nothing more than a memory. We're doing our best to put together a yearbook that will help your student remember the best of his or her final year forever. Unfortunately, try as we might, there is no way that we can possibly capture how proud you are of your child or put into words all that you must be feeling at this important time in their lives.

But that doesn't mean that you can't tell your student yourself. Proud parents can purchase space in the back of the yearbook and tell him or her how proud they are: in their own words and using their own photos!

All you need to do is fill out the enclosed form, follow the instructions on how to submit your photos and message to your student, attach a check for the appropriate amount or fill out the proper credit card information, and get all of your ad materials (your photos and your message) to us, postmarked by **November 1, 2011** to take advantage of the early submission discount. You can still get a discount if you submit your ad postmarked by **December 6, 2011**. But you can continue to purchase your ads for the regular price up until the final deadline of **January 12, 2012**.

There are several ad formats available for you to choose from to help you create that special ad for your student. To see larger size versions of the ad formats or if you have any other questions, please visit www.theyearbookcompany.com. There you can find out answers to frequently asked questions or contact us by email. You can also call us at 951-274-9561. *And, if you like, you can submit and purchase your dedication online by logging on to your school at www.theyearbookcompany.com and uploading scanned or digital images (at least 300 dpi) and your message.*

Please do not contact the school. To help the yearbook staff make its deadlines and ensure accuracy, they have contracted with us, **The Yearbook Company**, to process all of their student advertising. That means you cannot drop off your order at the school, but must mail it in a separate envelope to **MARTIN LUTHER KING HIGH SCHOOL SENIOR ADS, The Yearbook Company**, 7177 Brockton Ave., Suite 105, Riverside, CA 92506.

Thanks!

the
yearbook
company

P.S. While we do our best to get pictures back to parents, we suggest that before you mail in that precious family keepsake, you may want to have a professional copy (on photo paper) made. *But please don't send us just a regular color copy or computer printout - those DO NOT reproduce well. If the photo is blurred or pixelated, we cannot make it any clearer.*

We want you to be happy with your ad and the photo quality to be in line with the school's standards.

Ads for Grads 2012 order form

Martin Luther King High School, Riverside, CA

the **yearbook** company

Place an "X" in the boxes to indicate the size and format of ad you are purchasing.

	early-bird price if postmarked by November 1	price if postmarked by December 6	final deadline** price if postmarked by January 12
<input type="checkbox"/> 1/8 page ad <input type="checkbox"/> Format "A3" <input type="checkbox"/> Format "B3"	color \$65	color \$75	color \$90
<input type="checkbox"/> 1/4 page ad <input type="checkbox"/> Format "C3" <input type="checkbox"/> Format "D3" <input type="checkbox"/> Format "E3"	\$100	\$120	\$135
<input type="checkbox"/> 1/2 page ad <input type="checkbox"/> Format "F3" <input type="checkbox"/> Format "G3" <input type="checkbox"/> CUSTOM*	\$195	\$215	\$245
<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>			
<input type="checkbox"/> Full page ad <input type="checkbox"/> Format "H3" <input type="checkbox"/> Format "I 3" <input type="checkbox"/> CUSTOM*	\$380	\$425	\$475
<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>			

You can also submit and purchase your dedication online by uploading scanned/digital .jpg images (300 dpi) and your message at www.theyearbookcompany.com. (service fee applies)

but if you are not comfortable with computers, and/or digital images, please feel free to order by mail - either way is fine!

If you are choosing from the available formats, please submit your text **typed** in a plain font on white paper (messages must be typed) and the appropriate number of photos. Please see the ad formats for message length guidelines. (You may also submit .jpg photos on a CD but only if they are at least 300 DPI actual size. DO NOT try to use photos from websites/social networking sites or camera phones- they are too low resolution. Messages may also be submitted as word documents or .txt files.) Please number your photos as you would like them to appear (on occasion, we might need to adjust positioning per what would look and work best) and put your student's name on the back of each (**watch for wet ink!**). **Do not fold or cut photos. Your photos will be enlarged or reduced to fit the actual ad size. PLEASE DO NOT SEND WATERMARKED PROOFS, COPYRIGHTED PHOTOS OR COPIES OF THEM- WE CANNOT FIX BLURRY PHOTOS OR ONES WITH HEAVY TEXTURE. All materials (photos and text), this form and payment must be received at the time of submission. Incomplete packages will be returned.**

We reserve the right to edit or remove inappropriate material without prior notification. This includes but is not limited to photos containing nudity (even baby bottoms), alcohol, firearms, inappropriate hand gestures/attire or any other suggestive postures or language not suitable for printing in a school publication. We also cannot print copyrighted logos (i.e. Starbucks, Olympic Rings, Hello Kitty, Disney, etc.).

★ If you are selecting "custom," you must submit your art camera-ready. 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. The whole ad must fit within the dimensions given above. Digital submissions are also acceptable but must be ONLY .jpg files with a minimum resolution of 300 DPI actual size (.pdf, .doc, .docx, .pub, .ppt and .psd files are NOT acceptable.) **DO NOT use Microsoft Word, Powerpoint, or any online photo sharing tool to create your dedication if you plan to submit it digitally.** We cannot create custom ads for you.

DO NOT SEND ANY MATERIALS TO THE SCHOOL. YOU MUST MAIL EVERYTHING TO:
Martin Luther King High School Senior Ads
The Yearbook Company
7177 Brockton Ave., Suite 105
Riverside, CA 92506

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

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!

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

** 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

Your message to your student will be typeset to fit in this space. The total length of the message should not exceed 45 words. (Words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate.) We will crop and/or resize your photo to fit in the frame.

single vertical photo goes here

THIS AD IS ACTUALLY BUSINESS CARD SIZE (1/8 pg.)

Format A3

student NAME HERE

Your message to your student will be typeset to fit in this space. The total length of the message should not exceed 35 words. (Words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate.) We will crop and/or resize your photo to fit in the frame.

single horizontal photo goes here

THIS AD IS ACTUALLY BUSINESS CARD SIZE (1/8 pg.)

Format B3

student NAME HERE

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 100 words, 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 fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

We will crop and/or resize photos to fit in the frame(s).

single photo goes here

Format C3

1/4 PAGE DESIGN

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 85 words, 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 fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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 vertical frames.

picture 1

picture 2

and/or resize photos to fit in the frames, vertical photos or photos that can be cropped vertically do look best in vertical frames.

Format D3

1/4 PAGE DESIGN

student NAME HERE

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 90 words, 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 fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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.

picture 1

picture 2

picture 3

Format E3

1/4 PAGE DESIGN

student NAME HERE

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 135 words, 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 fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

picture 1

picture 2

picture 3

picture 4

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. If you would like to submit horizontal photos for any of the boxes, position 3 would work best.

Format F3

1/2 PAGE DESIGN

student NAME HERE

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 125 words, 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 fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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. If you would like to submit horizontal photos for any of the boxes, positions 4 and/or 5 would work best.

picture 2

picture 3

picture 4

picture 5

picture 1

1/2 PAGE DESIGN

Format G3

FULL PAGE DESIGN

picture 1

picture 2

picture 5

picture 3

picture 6

picture 4

picture 7

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, 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 fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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.

Format H 3

note:
this layout can also be made with only 5 photos
(one in the middle and only 2 on each side)

student NAME HERE

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 150 words, 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 fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

picture 1

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.

note:
this layout can also be made with only 6 photos and a longer message
(if you eliminate photos 2 and 3, the word count goes to 250)

picture 2

picture 3

FULL PAGE DESIGN

picture 4

picture 5

picture 6

picture 7

picture 8

student NAME HERE

Format I 3