

CLASS OF 2023 YEARBOOK RECOGNITION ADS (aka baby ads)

the
yearbook
company
Ads for Grads

MAKE SURE YOUR FAVORITE SENIOR IS FEATURED IN THE 2023 YEARBOOK!
Congratulate your special graduate in the yearbook in your own words and pictures!

Due date is POSTMARKED by: **Oct 21** (early bird price) **or Nov 15** (final deadline)



(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
- OR
- 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:
Rocky Mountain 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 2023 order form

Rocky Mountain High School, Fort Collins, CO

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 21	final deadline* price if postmarked by November 15
ALL ads are in FULL COLOR!			
☐ 1/8 page ad	☐ Format "A5" ☐ Format "B5"	\$75	\$95
☐ 1/4 page ad	☐ Format "J5" ☐ Format "D5" ☐ Format "E5" ☐ CUSTOM * for custom, you must provide camera-ready art. The ad must fit within an 4 inch wide by 5.25 inch tall box	\$130	\$165
☐ 1/2 page ad	☐ Format "N5" ☐ Format "F5" ☐ Format "G5" ☐ Format "K5" ☐ 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	\$195	\$225
☐ Full page ad	☐ Format "H5" ☐ Format "T5" ☐ Format "O5" ☐ CUSTOM * for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 11 inch tall box	\$350	\$385

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

1/8 & 1/4 PAGE DESIGNS	HALF PAGE DESIGNS	HALF PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS
Student Name A5 45 words Student Name 35 words B5 Student Name D5 75 words Student Name E5 50 words	Student Name N5 140 words Student Name F5 120 words	Student Name G5 120 words Student Name K5 120 words	Student Name H5 100 words	Student Name T5 140 words	Student Name O5 150 words

Fill out this form if you are submitting your ad by mail.

All deadlines are postmark dates... you only need to either mail or upload your order (photos and message) by that day.

Or, to submit your recognition ad online, go to www.TheYearbookCompany.com (service fee applies)
Be prepared to choose your format, upload your photos, your message and submit payment altogether.

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 _____

☐ I would like my photos returned so I am enclosing a self-addressed, stamped, appropriately-sized envelope. (Otherwise your photos won't be returned.)

PHOTOS WILL BE RETURNED IN THE SUMMER, AFTER ALL YEARBOOK DISTRIBUTIONS HAVE CONCLUDED.

(Sorting and mailing back photos from tens of thousands of ads takes several months. Thank you for your patience.) **Please note, however, that we cannot guarantee the safety of your photos once we have put them in the USPS mailbox, so please make duplicates of all irreplaceable photos.**

Yearbook ad sales are a fund-raiser for your school and are non-refundable. They 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:

Rocky Mountain 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 Name Here

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 "B5."

Photo 1

VERTICAL

FORMAT **A5**

Student Name Here

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 **B5**

Student Name Here

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.

Photo 1

VERTICAL OR HORIZONTAL

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

FORMAT **J5**

Student Name Here

Dear Parents,
Your message to your student will be typeset to fit in this space. The total length should not exceed **75** words, (**400** 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 2.

Photo 1

VERTICAL PHOTO ONLY

Original photos work best, however we will accept good quality copies on photo paper only.
Be careful of wet ink.

FORMAT **D5**

Photo 2

VERTICAL OR HORIZONTAL

Write this number on back of 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, and not exceed **50** words, (**275** characters) including the "signature" at the end. Word counts are an approximation of your allowable characters.
Please do NOT submit horizontal photos.

Photo 1

FORMAT **E5**

VERTICAL PHOTO ONLY

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

Photo 2

VERTICAL OR HORIZONTAL

Photo 3

VERTICAL OR HORIZONTAL

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 **140** words, (**770** 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 this 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.

Photo 1

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

FORMAT **N5**

VERTICAL PHOTO ONLY

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

Photo 2

VERTICAL OR HORIZONTAL

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

Photo 3

VERTICAL OR HORIZONTAL

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

Photo one must be a vertical photo only.

HALF PAGE DESIGN

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 **120** words, (**660** 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 this 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 1

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

FORMAT **F5**

VERTICAL PHOTO ONLY

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

Photo 2

VERTICAL OR HORIZONTAL

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

Photo 3

VERTICAL OR HORIZONTAL

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

Photo 4

VERTICAL OR HORIZONTAL

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

Photo one must be a vertical photo only.

HALF PAGE DESIGN

All deadline dates are postmark dates only. (That means your order form, photos and message must be in the mail that day or submitted online by midnight.)

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 120 words, (660 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 two through five. Photo one must be a vertical photo only.	
Photo 1 FORMAT G5 VERTICAL PHOTO ONLY Original photos work best, however we will accept good quality copies on photo paper only.	Photo 2 VERTICAL OR HORIZONTAL (if you have only one horizontal photo, assign it to this box for your ad to look best) Write this number on back of photo. Be careful of wet ink.
Photo 3 VERTICAL OR HORIZONTAL Write this number on back of photo. Be careful of wet ink.	Photo 4 VERTICAL OR HORIZONTAL Write this number on back of photo. Be careful of wet ink.
Photo 5 VERTICAL OR HORIZONTAL Write this number on back of photo. Be careful of wet ink.	
HALF PAGE DESIGN	

Student Name Here	
Photo 1 Write this number on back of photo. Be careful of wet ink. FORMAT H5 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.
Dear Parents, Your message to your student will be typeset to fit in this space. The total length should not exceed 100 words, (550 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 in boxes 1-5. Horizontal photos must be used for boxes 6 and 7 only. FULL PAGE DESIGN	
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 vertical 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 vertical photo.

First Name Here Last 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 120 words, (660 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 & 6 Photo one must be a vertical photo only.	
Photo 1 VERTICAL PHOTO ONLY Original photos work best, however we will accept good quality copies on photo paper only.	Photo 2 VERTICAL Write this number on back of photo. Be careful of wet ink.
Photo 3 VERTICAL OR HORIZONTAL Write this number on back of photo. Be careful of wet ink.	Photo 4 VERTICAL Write this number on back of photo. Be careful of wet ink.
Photo 5 VERTICAL Write this number on back of photo. Be careful of wet ink.	Photo 6 VERTICAL OR HORIZONTAL Write this number on back of photo. Be careful of wet ink.
FORMAT K5 HALF PAGE DESIGN	

Student Name Here

Photo 2

VERTICAL

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

Photo 3

VERTICAL

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

Photo 4

VERTICAL

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

Photo 5

VERTICAL

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

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 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.

Photo 9

VERTICAL

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

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 **140** words. (**770** characters) including the "signature" at the end. Word counts are an approximation of your allowable character count, you may get more or less words depending on which words you use. Original photos work best, however we will accept good quality copies on photo paper. Boxes 2, 3, 4, 5, 6, 7, 8 & 9 can be adjusted to accommodate horizontal photos

Please use a vertical photo in box 1

FULL PAGE DESIGN

FORMAT T5

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 **150** words (max **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.

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.

Photos 5 & 6 are horizontal.

FORMAT O5

FULL 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.

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 6

Horizontal Photo

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

Photo 5

Horizontal Photo

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.

Photo 7

VERTICAL

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

Photo 9

VERTICAL

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