CLASS OF 2021 YEARBOOK
RECOGNITION ADS (aka baby ads)
CONGRATULATE your SENIOR
in the 2021 yearbook

Due date is POSTMARKED by:  
**Oct 20** (early bird price) or **Nov 17** (final deadline)

### 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.

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### 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.)

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### 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.

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### SUBMITTING

**DO NOT SEND ANYTHING TO THE SCHOOL**

Mail all materials and payment to:
Skyline 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 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.)

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)
### STEP 1

**Place an “X” in the boxes to indicate the size and format of ad from the choices below that you are purchasing.**

<table>
<thead>
<tr>
<th>1/8 page ad</th>
<th>Format “A5”</th>
<th>“B5”</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page ad</td>
<td>Format “J5”</td>
<td>“D5”</td>
</tr>
<tr>
<td>1/2 page ad</td>
<td>Format “N5”</td>
<td>“F5”</td>
</tr>
<tr>
<td>Full page ad</td>
<td>Format “H5”</td>
<td>“T5”</td>
</tr>
</tbody>
</table>

*for custom, you must provide camera-ready art. The ad must fit within an 4 inch wide by 5.25 inch tall box for 1/8 & 1/4 ads, within an 8.5 inch wide by 5.5 inch tall box for 1/2 ad, within a 8.5 inch wide by 11 inch tall box for full page ad.

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

### 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:**

(see 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 photos 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.**

(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

<table>
<thead>
<tr>
<th></th>
<th>Visa</th>
<th>Mastercard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>exp date:</th>
<th>cvv code:</th>
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</thead>
<tbody>
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</table>

* the cvv code is the 3 digit security code on the back of the credit card

DO NOT SEND ANY MATERIALS TO THE SCHOOL.

**YOU MUST MAIL EVERYTHING TO:**

Skyline 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 or call 951-274-9561

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### 1/8 & 1/4 PAGE DESIGNS

<table>
<thead>
<tr>
<th>Student Name</th>
<th>A5 45 words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Name</td>
<td>B5 50 words</td>
</tr>
</tbody>
</table>

### HALF PAGE DESIGNS

<table>
<thead>
<tr>
<th>Student Name</th>
<th>N5 140 words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Name</td>
<td>G5 120 words</td>
</tr>
</tbody>
</table>

### FULL PAGE DESIGNS

<table>
<thead>
<tr>
<th>Student Name</th>
<th>H5 100 words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Name</td>
<td>T5 140 words</td>
</tr>
</tbody>
</table>

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### Final deadline price if postmarked by

<table>
<thead>
<tr>
<th>October 20</th>
<th>November 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75</td>
<td>$95</td>
</tr>
<tr>
<td>$115</td>
<td>$145</td>
</tr>
<tr>
<td>$175</td>
<td>$195</td>
</tr>
<tr>
<td>$325</td>
<td>$355</td>
</tr>
</tbody>
</table>
Dear Parents,

Your message to your student will be typeset to fit in this space. 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 space. 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.

Horizonal photos must be used for boxes 6 and 7 only.

First Name Here
Last Name Here

Parents,

Your message to your student will be typeset to fit in this space. 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 space. 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.

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.)
To see full-size versions of these and other formats, visit www.theyearbookcompany.com and log on to your school.

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.

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 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 only.

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

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.)