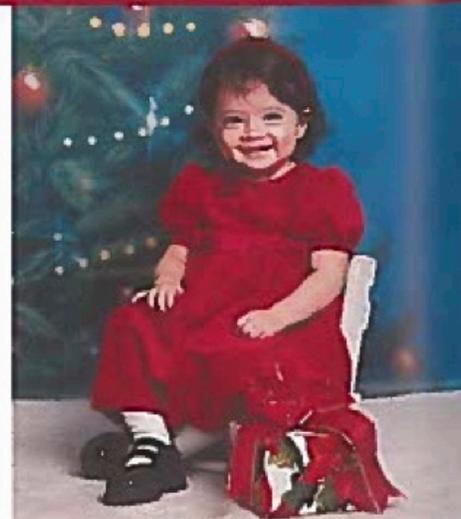


YEARBOOK ADS 101



*MAGGIE*  
CONGRATULATIONS!  
We love you and are  
so proud of you!  
Dad, Mom and Sophia



STEP 1:  
GO TO [HTTPS://COMMPE.PICTAVO.COM](https://commpe.pictavo.com)  
& TYPE IN “BANCROFT SCHOOL”

Search For Your School

Choose Your School

BANCROFT SCHOOL	WORCESTER, Massachusetts
-----------------	--------------------------

**Side note:**

The Pictavo design program works best on Google Chrome.

## STEP 2: CLICK ON “SHOP MY SCHOOL”



# STEP 3: CHOOSE YOUR AD SIZE/PRICE & CREATE AN ACCOUNT WHEN PROMPTED

Full Page Recognition Ad **\$350.00**



Item No: 02-71840-01

[Add To Cart](#)

Half-Page Recognition Ad **\$250.00**



Item No: 02-71840-02

Show your loved ones how special they are with a personalized half-page ad in the yearbook.

[Add To Cart](#)

Quarter-Page Recognition Ad **\$150.00**



Item No: 02-71840-03

Show your loved ones how special they are with a personalized quarter-page ad in the yearbook.

[Add To Cart](#)

Eighth-Page Recognition Ad **\$100.00**



Item No: 02-71840-04

Show your loved ones how special they are with a personalized eighth-page ad in the yearbook.

[Add To Cart](#)

# STEP 4: COMPLETE THE CHECK OUT PROCESS

Check Out

1 2 3 4 5  
Address Delivery Payment Confirm Complete

Show order summary ▲  
\$250.00

Half-Page-Recognition-Ad (1)	\$250.00
1 item(s) Subtotal	\$250.00
Tax	\$0.00
Order Total	\$250.00

**Email Address:**  
Email

**Billing address**

First Name

Last Name

Address Line 1

Address Line 2

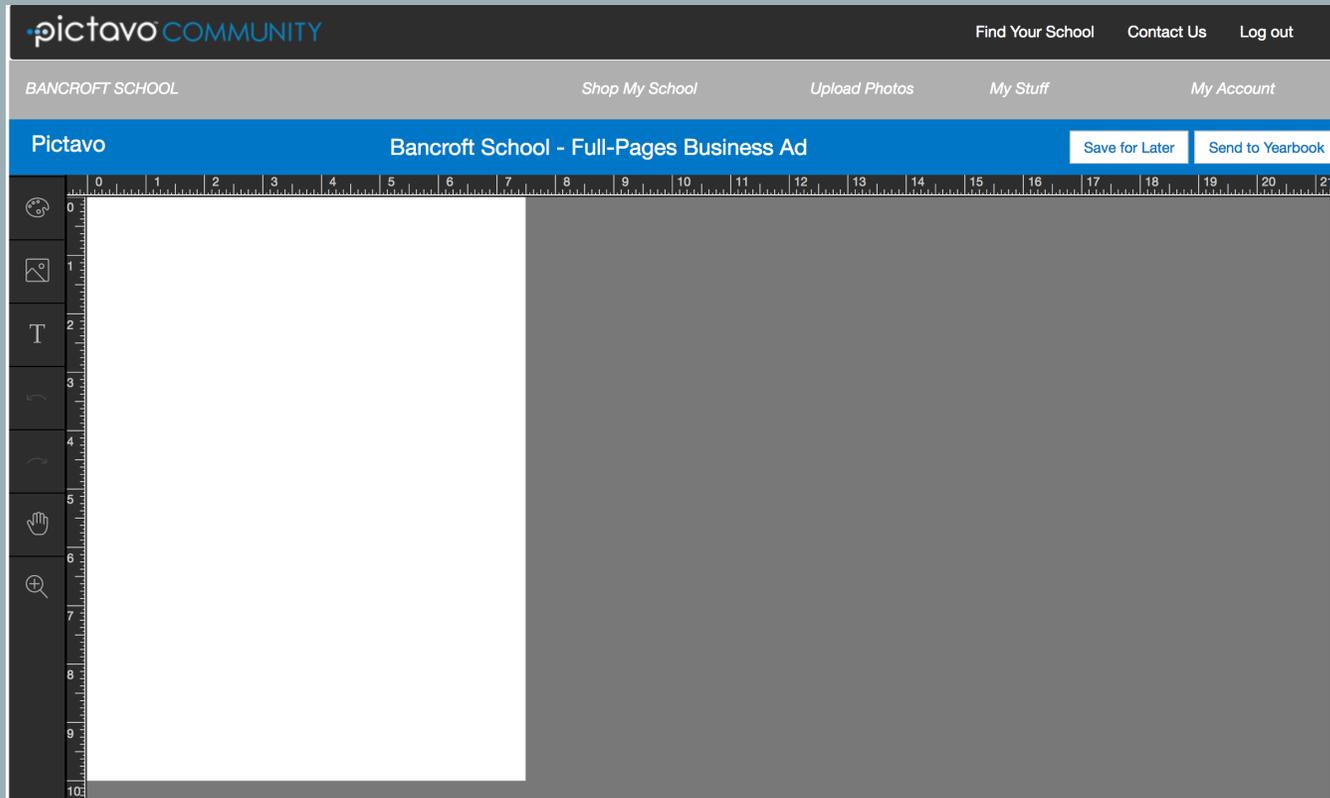
**State:**  
Massachusetts

## Side note:

If you get stuck on the “Complete” page, just refresh your browser window and move on to Step 5...

STEP 5:  
TO FIND THE PAGE YOU JUST PURCHASED, CLICK  
ON "MY STUFF" AT TOP OF PAGE

# STEP 6: FROM “MY STUFF,” CLICK ON YOUR PURCHASED AD, EXPLORE THE DESIGN TOOLS & DESIGN YOUR AD



## INTERFACE TOOLS AND ICONS



ART



UNDO



ZOOM



PHOTOS



REDO



TEXT



DRAG

### Side note:

Unfortunately, keyboard shortcuts (like command-z for undo) do NOT usually work. You have to use the existing buttons in the Pictavo program.

## DESIGN PALETTE TOOLS



LINK



COPY



GROUP/  
UNGROUP



CROP



REMOVE  
PHOTO



CUT



PASTE



LOCK/  
UNLOCK



MULTIPLE  
SELECT



DELETE

## TEXT SETTINGS



The Text Settings panel includes a toolbar with icons for font, weight, size, spacing, leading, columns, alignment, and case. The main area shows settings for Century Gothic font, Regular weight, 14 pt size, Auto character spacing, Auto line height, 1 column, 100% height/width, and text alignment options.



TEXT EDIT FOR TOUCHSCREENS

SELECT FONT

SELECT FONT WEIGHT/STYLE

FONT SIZE

UNCHECK BOX TO ADJUST  
SPACING (TRACKING)

UNCHECK BOX TO ADJUST  
LINE HEIGHT (LEADING)

COLUMNS

ALTER HEIGHT/WIDTH OF TEXT

TEXT ALIGNMENT

SET TO ALL UPPER/LOWERCASE  
TEXT AND/OR UNDERLINED TEXT



SELECT TEXT BOX AND USE THE EFFECTS  
PALETTE TO APPLY A COLOR

## EFFECTS



The Effects panel shows settings for Fill (teal), Border (yellow), and Drop Shadow (dark blue). It includes sliders for X-Distance, Y-Distance, and Blur, and a section for Adjustments.

FILL COLOR

APPLY A BORDER AND  
SELECT THE COLOR

BORDER SIZE

ADJUSTMENTS (FOR IMAGES)

APPLY AND CUSTOMIZE A DROP  
SHADOW TO SELECTED OBJECT

Adjust the value, saturation and opacity  
of the selected color.

Use the button in saved colors  
to add a new color.



Click on this icon to edit your  
saved colors. Clicking on a color  
in this area removes it.

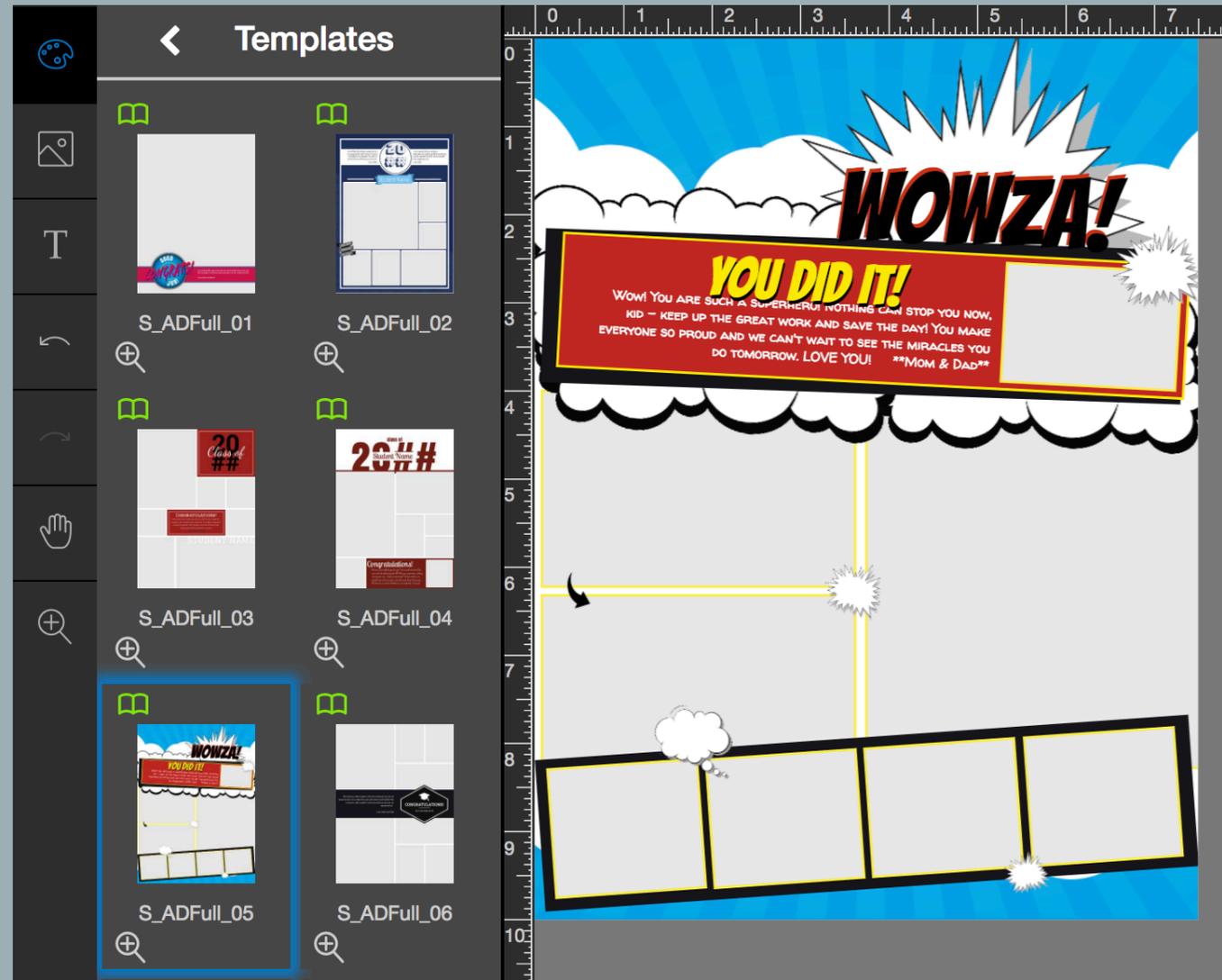


Click here to see the RGB and  
CMYK values of your color.

The Fill Color panel shows a color wheel, saturation and value sliders, and a saved colors section with a plus button to add new colors.

## Side note:

If you want, you can use one of Pictavo's pre-made templates to give your layout some structure right from the get-go.



## Alternative side note:

If you want to use another design program (like InDesign or Photoshop), you can design your entire page there and then upload it to Pictavo as a single image.

**STEP 7:**  
**TO LEAVE THIS PAGE AND CONTINUE EDITING  
LATER, CLICK “SAVE FOR LATER”**

**STEP 8:**  
**TO SUBMIT YOUR PAGE WHEN IT’S FINISHED, CLICK  
“SEND TO YEARBOOK”**

- **Ordering or payment questions? Email John Beauregard at [jbeauregard@bancroftschool.org](mailto:jbeauregard@bancroftschool.org)**
- **Layout design or troubleshooting questions? Email Jonathan Wertheim at [jwertheim@bancroftschool.org](mailto:jwertheim@bancroftschool.org)**
- **If you'd like to make an ad, but you're having too much trouble with Pictavo, contact Jonathan. You can send him pictures, and he can build the ad for you**

**FINAL DEADLINE:  
MIDNIGHT  
SUNDAY, MARCH 15<sup>TH</sup>**

The First Weekend of Spring Break! 😊