CLASS OF 2022 YEARBOOK
RECOGNITION ADS (aka baby ads)

MAKE SURE YOUR FAVORITE SENIOR IS FEATURED IN THE 2022 YEARBOOK!
Congratulate your special graduate in the yearbook in your own words and pictures!

Due date is POSTMARKED by: Oct 29 (early bird price) or Nov 16 (final deadline)

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 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:
Berthoud 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.)

Please note that a recognition ad and the pre-order of a yearbook are two separate purchases
## Step 1

### ALL ads are in FULL COLOR!

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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 page ads, an 8.5 inch wide by 5.5 inch tall box for half page ads, and an 8.5 inch wide by 11 inch tall box for full page ads.

### Full Page Designs

- **1/8 Page Ad**: $75 (early-bird price if postmarked by October 29)
- **1/4 Page Ad**: $115 (final deadline price if postmarked by November 16)
- **1/2 Page Ad**: $175 (final deadline price if postmarked by November 16)
- **Full Page Ad**: $325 (final deadline price if postmarked by November 16)

Visit [www.theyearbookcompany.com](http://www.theyearbookcompany.com) to see full size formats with detailed descriptions and character counts.

### Instructions

1. **Step 1**: Place an "X" in the boxes to indicate the size and format of ad from the choices below that you are purchasing.
2. **Step 2**: Fill out student name and parent contact info. Decide on your photos and type your message.
3. **Step 3**: Fill out payment info. Put this form, your photos & your message in an envelope and mail to us.

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**PLEASE MAKE CHECKS PAYABLE TO:**

- [ ] I've enclosed a check in the amount of: $________ 
- [ ] I am paying by credit card: [ ] Visa [ ] Mastercard 
- [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

- Exp date: / cvv code: [ ]

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**DO NOT SEND ANY MATERIALS TO THE SCHOOL.**

**YOU MUST MAIL EVERYTHING TO:**

Berthoud 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.

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**Ads for Grads 2022 order form**

**Berthoud High School, Berthoud, CO**

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**For more information and for answers to frequently asked questions, please visit [www.theyearbookcompany.com](http://www.theyearbookcompany.com) or call 951-274-9561**