



Go to [YearbookOrderCenter.com](http://YearbookOrderCenter.com), or scan this QR code to go there.

OUR SCHOOL CODE IS  
**#541**

# YEARBOOK



Check out this **GREAT NEWS!** You can make **FOUR** payments every **TWO** weeks via PayPal and Yearbook Order Center.

**SENIOR ADS**  
**DEADLINE**  
**TUES, DEC 31ST**

You create the ad **FIRST**.

You will pay **AFTER** you are completely finished it and are ready to submit it, which you must do before the deadline.

**Carmen Rameriz**

Our Dearest Carmen,  
We cannot believe you are ready to go to college! We are very proud of you, and we want you to always remember that we love you and always will!  
Love,  
Mom, Dad, Maria, Carlos, Eddie, and Papa Leo



**C.J. Martin**



**Julie**

Julie,  
Since the day I was born, you would be strict and know how much I love you after every day. You are truly a remarkable person, kind, and an all-around great person.  
We are very proud of our socks off and to everyone about you. You don't like it when I know that the fact that you love me so much and are so proud of me.



**Cassie Henderson**

Dear Cassie,  
It has been such a delight to be your parents. We are very proud of you! You are kind and caring, which is your most important quality. Hold on to that throughout life.  
We love you,  
Mom and Dad



**Liem Swie Lee**

Dear Liem,  
I am so very proud of your accomplishments. I cannot believe what a terrific young man you have turned out to be. It is an honor to be your mom. I love you!



Need help making your ad? Give us a ring!  
**866.287.3096**  
**YEARBOOK ORDER CENTER**



# HOW TO BUY A YEARBOOK AD

## CREATE AN ACCOUNT

### START ONLINE.

1. Go to [www.YearbookOrderCenter.com](http://www.YearbookOrderCenter.com).



2. Search for your school by name or code. *If you need assistance, call the Yearbook Order Center M-F at 866.287.3096. They are happy to help.*
3. Under "Share Your Love" click "Start Your Ad."
4. Select the ad size you want to create.

### CREATE AN ACCOUNT.

1. Click on "Student."
2. Search by last name. *If your student's name is not there, please add it.*
3. Enter your email and create a password.
4. Select a template.
5. If you want to save your work to finish later, click "Continue," and "Finish Later."

## CREATE YOUR AD

### ADD THE TEXT.

1. Enter the student's name.
2. Enter your message to the student.
3. Adjust the font, size, and color of the text.  
*To maintain consistency, the text frames are locked in position. You can use the Return key to insert space above or below the text.*
4. Consider whether the text will print legibly in the colors and fonts you've chosen and modify if needed. *See notes below.*
5. If you want to save your work to finish later, click "Continue," and "Finish Later."

### ADD THE PHOTOS.

1. Upload the photos.
2. Place photos into frames and crop them to look their best. *To maintain consistency, text frames are locked in position.*
3. If the photos don't fit well or if they don't enlarge to the size you want, *see notes below.*
4. If you want to save your work to finish later, click "Continue" and "Finish Later."

## PROOF IT & PAY FOR IT.

### PROOF THE AD.

1. When you finish designing the ad, click "Continue" and choose "View Proof."  
*Proofread carefully. It will print as you create it.*
2. Click to "Edit the Ad" or to "Finish Later."
3. When you are ready to submit it, enter your initials it authorize it to print as is.

### PAY FOR THE AD BEFORE THE DEADLINE.

- Click "Add to Cart" and add requested data.
1. Choose your payment method — Pay Pal, Credit Card, or eCheck.

If you choose PayPal, you can split the purchase into four payments every 2 weeks (for free).

2. After you complete checkout, look for your confirmation email from the Herff Jones Yearbook Order Center. *If you don't receive a confirmation email, please check your Junk Mail. If it's not there, please call the Yearbook Order Center at 866.287.3096. They will be happy to look up the status of your ad to ensure your submission is complete.*

## TIPS FOR GREAT DESIGN

### COLORS ----- Don't combine dark backgrounds with dark text. Ditto for light colors.

- Color contrast is more obvious on illuminated screens than in print, so keep in mind that if you use a dark color on a dark color or a light color on a light color, the text might be legible on your screen, but it might not be in print if the colors don't contrast enough.
- If you choose black, navy, dark green, or dark purple for the background, do not use one of those colors for the text, and vice versa . . . and ditto for light colors.

### TEXT — Fill empty space by increasing the font size and/or inserting spaces.

- YOUR STUDENT'S NAME - After you type the first and last name, fill any empty space by increasing the size or by adding a middle name. Also, you can use the Return key on your keyboard to put the last name on a second line or to insert lines above the name to center it horizontally in its text frame.
- YOUR MESSAGE TO YOUR STUDENT - Fill empty space by making the font size larger. Also, don't use script fonts for the message. It might make it too hard to read in print.

### PHOTOS — Fully fill photo frames. If needed, try a different template or use different photos.

- Zoom in on what's most important. When possible, crop out ceilings, walls, floors., etc.
- If you can't make the image large enough to fill the frame, it doesn't have enough data to be larger. Either put that pic in a smaller frame or upload a higher-resolution version. Screenshots & downloads are low res, but usually the original from the camera isn't.
- If you want to use a photo that's printed, scan them at a high resolution or take pics of them with your phone. If you take pics of pics, avoid shadows and hold the camera level!

### TEMPLATES — If the template doesn't have the shapes you need, choose another template.

- If you've already typed your message onto a template, copy the message you've written and paste it someplace on your computer before you create a new one..
- Click "Save and Continue." On the Review screen choose "Yearbook Ads" and then "My Ad Projects." At the bottom, click "Create New Ad."
- After you select a new template, the photos you uploaded previously will be there, and you can copy/paste your message into that layout.

## IMPORTANT INFO

1. **YOU MUST COMPLETE ALL STEPS BEFORE SPACE IS RESERVED FOR YOUR AD.** You can work in multiple sessions until the deadline, but space is NOT reserved until you create it & pay for it.
2. **WE CANNOT ACCEPT BLANK ADS. THEY WILL BE REFUNDED.** Do not purchase a blank ad in the hopes of creating it later. It will be refunded automatically.
3. **PROOFREAD & REVIEW YOUR AD CAREFULLY. YOUR AD WILL PRINT AS YOU SUBMIT IT.** It is important that you double check the ad before you pay for it.
4. **THE PURCHASE OF AN AD DOESN'T INCLUDE A BOOK** so if you need to buy a yearbook, please do so.
5. **AD SPACE WILL BE LIMITED AFTER THE DUE DATE.** If any spots remain on the pages after the deadline, sales will remain open until the space is filled, but sales will close without notice as soon as all ad pages are filled.
6. **DO NOT USE PHOTOS WITH WEAPONS.** Most school districts do not allow weapons to be visible in senior ads. If you choose photos with weapons, crop them out.

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