

CLASS OF 2027 YEARBOOK SENIOR RECOGNITION ADS

the
yearbook
company
Ads for Grads

MAKE SURE YOUR FAVORITE SENIOR IS FEATURED IN THE 2027 YEARBOOK!

Congratulate your special graduate in the yearbook in your own words and pictures!

Deadlines are SUBMITTED ONLINE or POSTMARKED by:

Oct 15th
(early bird price)

or **Nov 12th** (regular deadline) or the **LAST & FINAL CHANCE**
DATE DEC. 10th



(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

Submit your photos, message and payment online at: **www.TheYearbookCompany.com**
by midnight on the day of the deadline.

OR **mail EVERYTHING together:** photos, message, order form and payment, in ONE package postmarked by 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.

PHOTOS

(Photos will be sized to fit.)

GENERAL PHOTO GUIDELINES:

- Photos saved from websites or screen shots from cell phones will probably not upload, but you can try.
- It is illegal to use watermarked or copyrighted photos that you do not have a release for. We are unable to fix photos that are blurry, creased, fingerprinted, etc.
- We do NOT recommend that you take photos of photos or computer screens. If we can tell you did this, then you will probably not be happy with the printed result. Scan instead.

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)

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. Be careful of wet ink!

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.

CUSTOM ADS

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).

HARD COPY AD (scrapbook-style):

- 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).

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:
Martin Luther King 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

TheYearbookCompany.com

(it's not possible to only pre-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

2027 ordering details

Martin Luther King High School, Riverside, CA

the
yearbook
company

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

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

To submit your recognition ad online, go to WWW.THEYEARBOOKCOMPANY.COM (service fee applies)
Be prepared to choose your format, upload your photos, then your message, and submit payment altogether.

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 15

price if
postmarked by
November 12

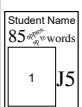
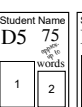
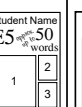
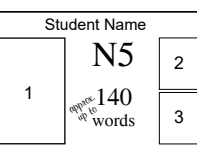
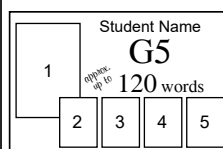
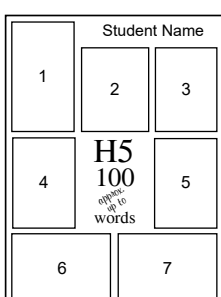
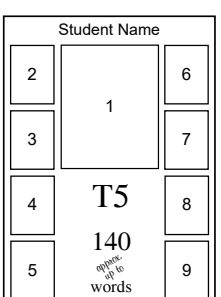
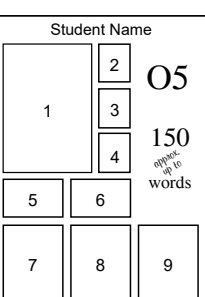
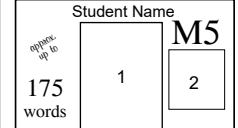
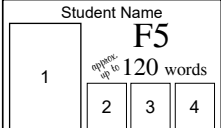
final deadline*

price if
postmarked by
December 10

below are the ad formats available for your school

☐ 1/8 page ad	☐ Format "A5"  (not pictured below but it is half the size of the 1/4 ad with one photo and a 45 word message like this)	\$80	\$90	\$115
☐ 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	\$155	\$185
☐ 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	\$190	\$220	\$255
☐ 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	\$375	\$410	\$445

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

1/4 PAGE DESIGNS	HALF PAGE DESIGNS	HALF PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS	FULL PAGE DESIGNS
  					
HALF PAGE DESIGN (with only 2 pics and the most words) 					

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 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.) **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 \$6.00 convenience fee for 1/8 ads,
\$10 for 1/4 ads, \$12 for half or \$15 for full page ads

**DO NOT SEND ANY MATERIALS TO THE SCHOOL.
YOU MUST MAIL EVERYTHING TO:**
Martin Luther King 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.

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.

Photo 2

VERTICAL OR HORIZONTAL

Write this number on back of photo.

FORMAT D5

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 **175** words, **(950** 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

Photo 1

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

FORMAT M5

VERTICAL or HORIZONTAL PHOTO

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.

accept good quality copies on photo paper. Horizontal photos can be used in either photo box.

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 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

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 FORMAT K5 Photo one must be a vertical photo only. HALF PAGE DESIGN	
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.

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.