

MORE ONLINE

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SECTION ONE
WELCOME TO HERFF JONES
A guide for new advisers.

SECTION SEVEN
CAMERAS AND PHOTOS
Create a photo worthy of the spotlight.

SECTION TWO
TEAM AND LEADERS
Cultivate the community that works.

SECTION EIGHT
LAYOUT AND DESIGN
Make it all fit together.

SECTION THREE
INTRO TO JOURNALISM
An overview of the basics.

SECTION NINE
TOOLS OF THE TRADE
Getting started with eDesign and InDesign.

SECTION FOUR
THEME AND VOICE
It unites the verbal and visual.

SECTION 10
PEOPLE AND INDEX
Complete the history book.

SECTION FIVE
COVERING YOUR SCHOOL
They all have stories to tell.

SECTION 11
SELLING YOUR BOOK
The book only matters if people buy it.

SECTION SIX
REPORTING AND WRITING
Use their words, not yours.

SECTION 12
WORDS TO KNOW
Glossary and curriculum alignment.

HERFF JONES  BY YOUR SIDE.

▶ **SECTION 10**

PEOPLE AND INDEX

HOW TO YEARBOOK

five

TAKEAWAYS TO MAKE YEARBOOKING SUCCESSFUL

- 1 Handle club picture day**
It's a process, and it's laid out in detail here. We've got it down to a science. **p. 08**
- 2 Index tricks**
It's not as hard as it looks. Use our tools and these tips to make your index. **p. 18**
- 3 Colophon checklist**
Check out our handy checklist and get all the right information in your colophon. **p. 20**
- 4 Do you keep score**
Take a look at these sample scoreboards and see how they help comprise the historical record of the year. **p. 12**
- 5 Advertising tips**
Boost your bottom line by producing top-notch advertising. Check out these tips and guidelines. **p. 22**

WHAT'S INSIDE

PEOPLE AND INDEX



BETH WARD

"Everything has a label. There's a sports reference binder and a club reference binder. All with the correct IDs. So, if you're ever unsure of who someone is, then you can go look it up. Then we have a general reference notebook with a master schedule. It's so easy for the student to find anything. If it takes more than a couple of minutes for a teenager to find something, they are going to wait for tomorrow and tomorrow never comes."

YEARBOOK ADVISER
MAULDIN HIGH SCHOOL
MAULDIN, SC

GLOSSARY..... 04	UNDERSTANDING THE INDEX..... 16
WHAT IS REFERENCE? 05	Essentials ▶ Harness the index for its organization and potential for theme development.
Essentials ▶ Understand the importance of the reference section and what it includes.	▶ Skill-builder Middle name trick
PREP YOUR PORTRAITS 06	CONSTRUCTING A COLOPHON ... 20
Essentials ▶ Learn about how to arrange the portraits section.	Next level ▶ Add a colophon to enhance the historical value of the book.
CONQUERING CLUB PHOTOS..... 08	▶ Checklist Colophon elements
Essentials ▶ Understand how to plan and execute a successful group photo day.	ENGAGING WITH ADVERTISING.... 22
▶ Checklist Photo day guide	Essentials ▶ Draw attention to your book by staying consistent with your theme.
REPORTING SCORES 12	▶ Checklist Business advertising guide
Essentials ▶ Understand how to present scoreboards.	▶ Checklist Senior/baby advertising guide

CHASE OVERTON • NORTH CROSS SCHOOL • ROANOKE, VA

OUR BUDDY
SYSTEM GIVES
YOU A LIFELINE
FOR INSPIRATION,
FOR SOLUTIONS OR
JUST A PLACE
TO BELONG.



WORDS TO KNOW



Acknowledgment

- ▶ A listing thanking those who helped produce the book. Includes staff, contributors, faculty, parents, etc. Usually found alongside, but not part of, the colophon.

Colophon

- ▶ Pronounced like marathon. A list of the technical printing information for the book, including number of copies, colors, fonts, photography company and awards won by the previous year's staff. Often appears after, or part of, the index.

Hanging indent

- ▶ When the first line is set slightly to the left of subsequent lines. This organizes dense copy to make it more readable. This paragraph shows a hanging indent.

Index

- ▶ A list of names, places and subjects included in the book and the page numbers where they are found. Advertisers should be listed in contrasting type, as should topics. Indexes are vital to yearbooks so students can find themselves and you can monitor coverage.

PEOPLE PLEASERS

The portrait section is a good place to cover individuals and topics not featured elsewhere.

DID YOU KNOW?

The word colophon comes from the Greek word "kolophon" meaning finishing touch.

Index builder

- ▶ Tool that scans your book for index entries and makes it easy to create index pages by creating a database of entries.

Patron advertising

- ▶ A way for an individual or small business to support the yearbook. If your school is a 501c(3), patron ads may be tax-deductible to the extent allowed by law.

People/portraits

- ▶ The largest section of the book. Includes the professional portraits and names of all people at the school: Seniors, underclassmen and faculty.

Reference section

- ▶ The last part of your book, including record-keeping elements such as portraits, team pictures, scoreboards, group pictures, index, colophon and ads.


Scoreboard

- ▶ Listing of the season record of a sports team including opponents, wins, loses, scores. Your score always comes first. Always include a win-loss record as part of scoreboards and season and league totals.

CHANDLER BASCUE • COTTAGE GROVE HIGH SCHOOL • COTTAGE GROVE, OR



WHAT IS REFERENCE

 **Essentials** ▶ Understand the importance of the reference section and what it includes.

WHAT IS INCLUDED?

- ▶ Portraits
- ▶ Group photos including all sports teams, clubs and organizations
- ▶ Teams' scoreboards
- ▶ Ads
- ▶ Index
- ▶ Colophon

WHY DO I NEED IT?

- ▶ The reference section makes the yearbook a historical record that documents your school in a broader sense.
- ▶ This is the most thorough service to your reader. If ever there is a question about the book, it should be answered in the reference section.
- ▶ It might not be the most beautiful part of your book, but it will be the most-looked-at section. Put in the effort to make it worthwhile.
- ▶ A good reference section makes a yearbook look professional and polished. A poorly done reference section can make a yearbook seem disorganized and sloppy.

KEEP IN MIND

When building your ladder, set aside pages for index, colophon and closing. It's better to have too many pages than not enough.

PREP YOUR PORTRAITS

 **Essentials** ▶ Learn how to arrange portrait pages.

The people section covers everyone in the school — students, faculty, administration and staff. Think about leaving extra space on each page to cover individuals who might not be featured elsewhere in the book.

LEARN MORE

The portrait section of a high school book has three parts: seniors, underclassmen and faculty and staff. Photos in each section vary in size with the senior section photos typically larger than the other two.



JUNIORS 167

TEMPLE CITY HIGH SCHOOL • TEMPLE CITY, CA

OLYVIA ZAMORA (11)
"I was last year's Homecoming Queen and Sophomore year that year Junior year I went to be the homecoming."

RICHARD LOU (11)
"I received a perfect score on all my previous reports of 200. I was proud of myself for reaching that goal."

ANNE HOBBS (11)
"I was first for Math, Chemistry, History, and Spanish. I studied out."

Tyler Mann
Jasmine Marciano
Melanie Marchand
Dalton Marciano
Lindsey Maresca
Benjamin Marshe
Ashlyn Martin
Mallika Martin

NEWSOME HIGH SCHOOL • LITHIA, FL

IMANI RENA MOORMAN >
BLAKE ALTON MORRIS > Pep Band 9-12,
Concert Band 9-12, Spanish Club 9
DAQUAN MARGUIS MORTON >
ALYSSA ASHLEY NOEL > Marching Band
9-12, Pep Band 9-12, NJHS 9-10, Spanish Club 9-10

ALTAVISTA COMBINED SCHOOL • ALTAVISTA, VA

Donna Bixby - World Language Dept., FNHS Sponsor, Bob Jones University
Michayla Bowers - World Language Dept., Bob Jones University
Terri Brooks - World Language Dept., C.A.N. Club Sponsor, Albion College
Jeannette Bryan - Science Dept., Virginia Tech University
Kristine Bryson - Nurse, ECPI University
Anthony Bufis - Social Studies Dept., Speech and Debate Coach, Winthrop University

MAULDIN HIGH SCHOOL • MAULDIN, SC

PORTRAIT POINTERS

Names to the outside

▶ Portraits should be in solid rectangles with a quarter pica in between panels. Align names to the left or right of each row. Placing names under each portrait takes up more space and can be hard to read or locate people easily.

Flow

▶ If you don't separate grades by page, create section headers between each grade. If the last name of the student in tenth grade is Zappia, the next text line lists eleventh grade as a section header.

Seniors

▶ Consider including a list of accolades or accomplishments, next to each senior's name. Compiling this information can be tough. If you choose to do this, create a form to be distributed to each senior (with the disclaimer that the staff may edit and abbreviate the list as space dictates). If the form is not filled out, the space next to the senior's name will be empty.

Faculty and staff

▶ The faculty and staff should always be included, along with information about them. Similar to the form for seniors, have faculty and staff list their college(s), degrees, classes, clubs and coaching duties.



RYLEIGH JANS • CRESCENT VALLEY HIGH SCHOOL • CORVALLIS, OR

CONQUERING CLUB PHOTOS

Essentials ▶ Understand how to plan and execute a successful group photo day.

Keep everyone in the loop and organized with thorough emails, photo passes and student announcements.

Month before

▶ Send a memo to all teachers and principals letting them know how you'll run club photo day. Getting everyone in the loop ahead of time will help the day run smoothly.

GRATITUDE

Reward your staff with a pizza party. Show your appreciation to the school by putting thank you notes in faculty mailboxes.

SAMPLE EMAIL: FACULTY

The following is important information regarding group pictures for the 2018–2019 yearbook.

We will be taking all club pictures on Monday, Jan. 24, 2019. Please release students at the beginning of the hour. We will take photos right after the bell and need all students in the gym immediately. It is imperative that you allow students from your class to leave. For many, their club photo will be the only place besides their portrait where they are pictured in the yearbook. Final details will be emailed on Friday, Jan. 21.

▶ Reserve space for the photos to be taken the entire day. Gyms are better than theatres or auditoriums because they are more vertical and you can easily arrange students.

Three weeks before

- ▶ Acquire an updated list of all clubs and sponsors, planning periods and the number of students in each club.
- ▶ Send a memo to all club sponsors letting them know how you'll run club photo day. Include information on how to complete and distribute club photo passes.

SAMPLE EMAIL: CLUB SPONSORS

The following is important information regarding group pictures for the 2018–2019 yearbook.

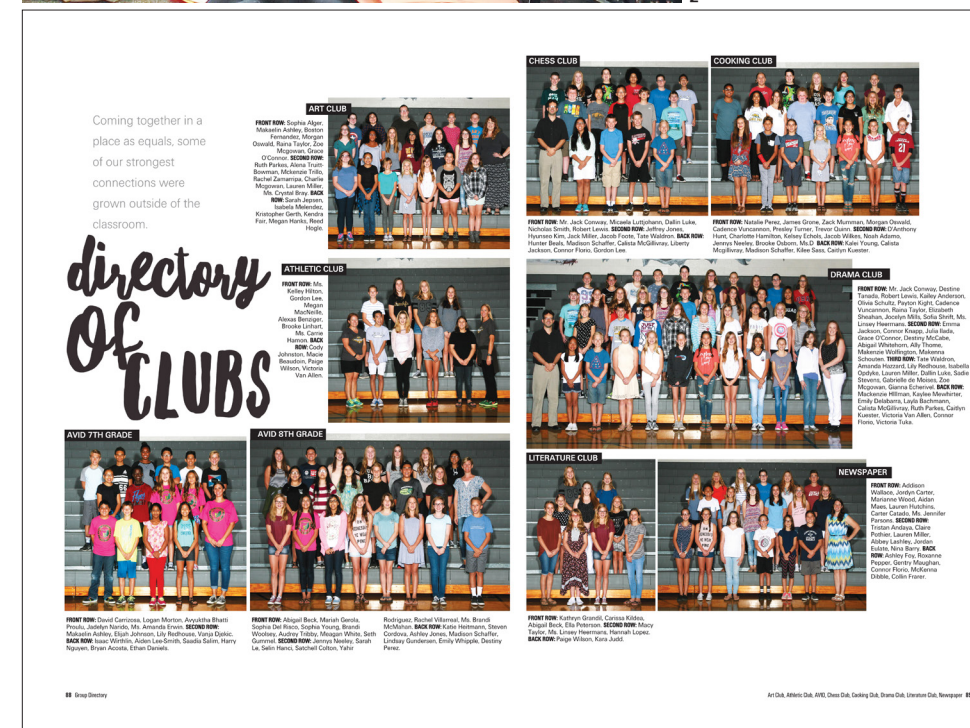
The yearbook staff will provide special passes to distribute to your club members the week before photos are scheduled. We fill in the name of the club and hour of the photo. We need you or a club officer to fill in the student names on the passes and sign the pass. We will make an announcement the week of Jan. 19–21 letting students know about yearbook photos and letting them know they must have a pass from you to be included.

We will not issue any passes on the day of the photo. If a student in your group loses their pass, it will be up to you to provide a new one so we can make sure only members of your club appear in the photo. We will not permit any student without a pass in your photo. Please make every effort to ensure all group members have their passes neatly filled out.

If you sponsor a club, let us know if the clubs listed below are not active this year and need to be removed. Let us know if the sponsor or point of contact has changed and how many passes you will need this year.



NEW TRIER HIGH SCHOOL • WINNETKA, IL



GREENFIELD JUNIOR HIGH SCHOOL • GILBERT, AZ

CLUB PICTURE SCHEDULE

CLUB	# OF MEMBERS	TIME
Senior Class Officers	5	8:30
Film Society	30	8:45
Senior Council	25	8:35
Forensics Team	6	8:50
Titan Twelve	12	8:40
Office Runners	17	8:55
Model Judiciary	15	8:45
Guidance Runners	18	9:00
Freshmen Officers	4	9:00
Library Assistants	6	9:05
Book Club	12	9:05

DO YOU BELONG TO A
SCHOOL-SPONSORED
CLUB OR ORGANIZATION?

CLUB PHOTOGRAPHS ARE ON OCT. 16

Get your pass from your club sponsor.

You will not be dismissed from class
without the correct pass.

**NO PASS / NO PHOTO
NO EXCEPTIONS**

GROUP PICTURE PASS

CLUB: _____

STUDENT NAME -- PRINT LEGIBLY. WE USE THIS TO ENTER YOUR NAME IN THE YEARBOOK

APPOINTMENT TIME:

CLUB SPONSOR SIGNATURE:

YOU MUST HAVE THIS PASS WITH YOU TO HAVE YOUR CLUB PHOTOGRAPH TAKEN.

NO EXCEPTIONS!

Two weeks before

- Make a schedule of each group picture with a set appointment time.
- Have the staff make the photo day passes for each club. Each pass should include: Name, club, sponsor signature and appointment time. The sponsor is responsible for filling out each pass and delivering the passes to each student in the club.

One week before

- Have the staff make posters reminding students of club photo day. If you have social media, use the same messaging on the website or feed. Include policy on all communication: No pass — no photo — no exceptions.
- Post the photo schedule around the school. Deliver schedule to sponsors and entire faculty in an email or mail.
- Remind students to get passes from sponsors if they want to be included in the photo.
- Confirm time/date/location with your photographer and staff.

Day before

- Meet with your staff and assign them to clubs for each time period. Explain the shape the groups must be in for the photo. You can practice with the staff.
- Plan for an announcement to be made the next day at the beginning of each class period for students to be released from class for the specific clubs.

Day of

- Bring a large envelope with each hour marked, as well as pens, rubber bands and extra passes.
- When students start filing in, have a staff member announce where students can find their club. If they do not have a pass, they must get one from their sponsor. Yearbook staffers do not give out passes.
- If students are in more than one picture that hour, tell them to go to their first group, but to stick around for their next photo.
- Make sure every student has the correct pass in hand, but don't collect them yet. Organize your group from tallest to shortest and rearrange to the correct shape. Once the group is ready, the photographer will come by to take the photo.
- After the photo is taken, tell the students to remain in their spots. Start with the front row and collect passes in order from left to right (facing the group). Place each pass under the one before. After the front row, return to the left end of the next row and so on. Staple each stack. These stacks provide the student names for your captions.

DOUBLE CHECK

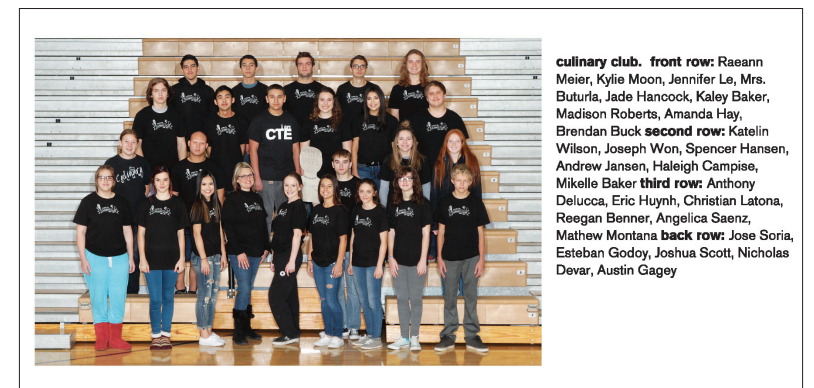
Make sure the size of the photo placed on the spread is large enough to see every person in the group. You don't want the picture too small to see who is in the photo.

Checklist

PHOTO DAY GUIDE

Get ready for a group photo day with the following checklist:

- Extra picture passes
- Envelopes for club with hour noted
- Rubber bands or paper clips to keep all passes together by club, by row
- Camera, batteries
- Extra memory cards
- Stapler
- Paper to take notes
- Multiple copies of photo schedule



culinary club. front row: Raean Meier, Kylie Moon, Jennifer Le, Mrs. Buturla, Jade Hancock, Kaley Baker, Madison Roberts, Amanda Hay, Brendan Buck second row: Katelyn Wilson, Joseph Won, Spencer Hansen, Andrew Jansen, Haleigh Campise, Mikelle Baker third row: Anthony Delucca, Eric Huynh, Christian Latona, Reagan Benner, Angelica Saenz, Mathew Montana back row: Jose Soria, Esteban Godoy, Joshua Scott, Nicholas Devar, Austin Gagey

MESQUITE HIGH SCHOOL • GILBERT, AZ

- Now, writing group picture captions is simple. Start with the front row, then work your way to the back row, numbering the rows in between. Use bold type for row starters and identify the group name clearly. Row starters get a colon, and commas go between names. If you can include students who are not pictured, they'd go at the end of the caption.



MATTHEW MARDESICH - REDONDO UNION HIGH SCHOOL - REDONDO BEACH, CA

A MOMENT
DISGUISES ITSELF
AS TIME PASSED.
WE LIVE IN
THE MOMENT.
THAT MOMENT.

Index Builder

01 Names 02 Index Setup 03 Text 04 Layout 05 Flow

Filters: Active Entries Search [] Clear [] Print View [] Export []

Ignore	Combine	Fuse	Swap	Edit	Add	Restore Original	Reviewed	Name Format: Clark, Alice
Last Name	First Name	Middle Na...	Usage	Pages	Combined	Edited		
	Aase	Caroline Grace	10	55, 66, 190, 203, 462, 476, 478, 483, 484, 485				
	Abbagoni	Sujith	6	224, 470, 471, 475, 480, 483				
	Abbey	Destiny	7	190, 462, 468, 469, 476, 480, 484				
	Abney	William	3	190, 191, 467				
	Abraham	Nyah	6	71, 206, 475, 480, 483				
	Abrams	Megan	8	10, 112, 198, 206, 455, 481, 483				
	Abreu	Shane	4	190, 476, 483, 484				
	Ackerman	Michael	3	172, 441, 451				
	Adabala	Mayank	5	172, 467, 471, 476				
	Adabala	Srija	10	70, 172, 464, 465, 468, 471, 476, 477, 480				
	Adachi	Jazmin	7	10, 72, 190, 468, 472, 480				
	Adamczyk	Daniel	1	206				
	Adamczyk	Theresa	3	259, 423, 489				
	Adams	Claire	6	27, 54, 190, 203, 482, 484				
	Adams	Colin	7	8, 206, 478, 479, 483, 485				
	Adams	Liyann	6	14, 190, 199, 479, 485				
	Adelman	Colin	9	139, 206, 461, 476, 479, 484, 485, 493				

Current Filter Entries: 3580 Active Entries: 3580 Ignored Entries: 1285 Combined Entries: 1345

Close Next

Skill-builder**MIDDLE NAME TRICK****Tips and tricks to sort and edit with HJ Index Builder.**

- ▶ The index is not as scary as it seems. Just figure out where to start.
- ▶ When your index is fully underway — master list of names and pages are uploaded in your Index Builder — you use this method to start cleaning your list.

Directions

- ▶ We rarely use middle names in copy or alongside portraits, unless someone has a two-name first name, like Mary Catherine.

- ▶ Sort your list by middle name and bring the middle names to the top. You will see all of the times the indexer picked up three capitalized words in a row. It is programmed to do this so Mary Catherine Jones is not left out. But you will also see entries like Freshman John Jones, which should just be John Jones in the index.
- ▶ Next, search for each of the keywords on the right and eliminate as many of the mistakes as you can before you start going line by line through the index. Definitely go through this process before you start the process of merging names.
- ▶ Once you complete this process, switch your list sort back to last name and go name by name to continue cleaning.

Keywords

team
 school club
 coach
 and
 the
 Mr.
 Mrs.
 Ms.
 Miss
 varsity
 junior varsity
 society
 junior
 senior
 sophomore
 freshman
 academy
 ad
 love
 mom
 dad
 school name
 school initials
 west
 north
 south
 east
 office
 prep
 charter
 city names
 game
 homecoming
 goes here
 school colors
 honor
 AP
 district
 championship
 first
 last
 row
 middle
 week
 president
 vice-president
 secretary
 treasurer
 story
 united
 state
 season
 manager
 most
 many
 when
 if
 grade
 director
 day



WILLIAM BYRD HIGH SCHOOL • VINTON, VA

CONSTRUCTING A COLOPHON



Next level ▶ Add a colophon to enhance the historical value of the book.

Colophon

▶ Pronounced like marathon. A list of the technical printing information for the book, including price, number of copies, colors, type families, photography company and awards won by the previous year's book. Often appears after the index. Financial information is optional.

Different angle

▶ A colophon can explain elements of the theme or the staff's reasoning for the choices they made.

Checklist

COLOPHON ELEMENTS

Begin collecting colophon information with this checklist in mind. Every colophon differs in layout and does not necessarily include every topic noted.

- School name
- School address
- Volume number
- Name of printer and address
- Name of HJ rep
- Theme
- Origin of theme
- Submission process
- Number of copies printed
- Number of pages printed
- Total price to print
- Price(s) of book
- Cover materials used
- Inks used
- Weight of paper used
- Endsheets specifics
- Typefaces, weights and sizes
- Special techniques
- Computer program(s) used
- Photography equipment used
- Memberships
- Previous award(s) received
- Staff recognition
- Individual recognition
- Editor note
- Adviser note
- Acknowledgments, thank yous



NO JOKE

Don't be tempted to fill your colophon with inside jokes. Instead, explain your theme and what inspired it. What was great about this yearbook? This is your one chance to editorialize.

SAMPLE COLOPHON

The eighth volume of *The Centaur* was produced by Strawberry Crest High School at 4691 Gallagher Road in Dover, Florida. The theme, "Is it Clear?" was originally created by Abby Erwin and fully developed by Selena Ortega and the staff during class brainstorming sessions and at Yearbook Camp.

The book is organized in two sections: The Editorial Section consisting of lifestyle, athletics, and academics combined on spreads with modular design and The Reference Section covering people, profiles, senior information, clubs, organizations, advertisements, and index.

The design of the book was inspired by various magazine spreads including ones from ESPN, The Magazine and Steve Kent, who took



us to Yearbook Church again at YearbookPaloosa.

Publication was possible with the support of Herff Jones Publishing representatives Morris Pate and Danielle Lindblom. The book was published under the direction of Ellie Long at the Kansas City plant at 2525 Midpoint Drive. All submissions and proofs were made electronically via the Internet. Pages were created and designed using Adobe Photoshop CS6 and HJ eDesign on 15 PCs running Windows XP and Windows 10 in room 125.

Approximately 850+ copies of the book were printed and sold to students during school and online via Herff Jones at yearbookordercenter.com starting at \$70 and increasing to \$100.

The cover is kivar base material, printed with Pantone 479c copper ink including blind debossing, UV laminate, and a horizontal and vertical grain texture. The cover was designed by Selena Ortega and Samuel Rivera, along with adviser Morgan Miltner and the assistance of Morris Pate of Herff Jones and artists from the plant. The endsheets are Ivory CL-3 paper stock printed in four-color process. The book was printed on 100-pound matte paper.

Most candid pictures were taken by the staff using three Nikon D60s, four Cannon t3is and two Sony A7IIs digital cameras. Some candid photos were submitted by students and parents from sports or out of school activities. Portrait photography was done by Leonard's Photography of Tampa, Florida. Sports candid photos were taken by Leonard's, staff members, and Scott Lehtola. Team pictures were taken by Gigante Productions. //copy by selenaortega, etc



ENGAGING WITH ADVERTISING

Essentials ▶ Draw attention to the advertising section of the book by staying consistent with your theme.

Advertising is any paid space in the yearbook, regardless of the size or content. Remember all advertisements must visually appeal to the reader.

- Types of ads**
- ▶ Senior/baby ads/8th Grade
 - ▶ Club or organization ads
 - ▶ Patron/sponsorship ads
 - ▶ Congratulations ads
 - ▶ Friendship ads

DON'T FORGET

Collect all ad revenue before the ads are submitted to the plant. Be clear that payment must be submitted by a specific date. No payment, no ad.

KEEP IN MIND

Ad sizes

- ▶ Determine ad sizes and costs with your staff and your Herff Jones rep. Refer to the business section for more information.

Business directory

- ▶ A good way for businesses to find where they are in the book, is to have an additional business directory in the index.

business directory	
Altavista Instruments & Control	194
Altavista Moose	173
Altavista Motors	166
Altavista Presbyterian Church	177
Ashwell Tree Service	189
Autumn Care	194
Bank Of The James	179
Berger and Thornhill	194
Blanchette Orthodontics	174
C-N-R's Pro Stop	194
Campbell Insurance	152
Central VA Fam Physicians	188
Chef's	194
Colonel Club	196
D L Bryant Heating & Cooling	161
Dairy Freeze	194
Dojo of the Three Rings	177
Dowdy Ridge Customs	186
E&S Mart	194
El Cazador	194
El Cerrito	187
Eller Law Office	194
English Auto Alignment	194
English Construction	177
English's	194
Failler's Chevrolet	186
First National Bank	184
Guy Walton Dentist	194
Hailey's Electrical, Plumbing	188
Haskins Builders	177

ALTAVISTA COMBINED SCHOOL • ALTAVISTA, VA

ADS MATTER

Ads are an essential element of your program. Look at the Selling Your Book section for more tips to bring in more revenue.

Empty space

- ▶ If you have an empty slot, fill it with extra coverage.

Mix ads

- ▶ Mix business and baby ads together to draw attention to the section and allow the reader to look at everything in the section instead of going straight to the baby ads.

Consistency

- ▶ Use headlines, copy and art similar to the layout of the rest of the book for your senior/baby ads. But, take note of what the parents request.

Double check

- ▶ Check the index to make sure all senior ads are included. If any ad was scanned in or was typed in all caps, that name won't be automatically picked up when you run the index.

Payment

- ▶ Collect payment before the book goes to print. If you wait until after the book is distributed, it is possible the business will not pay you.

Proof

- ▶ Send a proof form with the completed ad attached to the parent or customer for approval and save the signed copy. If they have changes, make sure changes are checked off one by one. Find another example of a proof form in the Selling Your Book section or online at LearnYBK.com.

Sample Yearbook – Ad Proof

Dear sponsor,
Thank you so much for supporting the _____ School yearbook program. Please carefully review the proof of your ad, which is attached. You may mark on the ad, but please list on the lines below any changes that you would like us to make or need to be corrected. If you have any questions or extensive changes, please contact Yearbook Adviser, Name _____ @ _____ or editor, Name _____ @ _____

Once again, we appreciate your support!
The Yearbook Staff

Please get back to us no later than December 5th at 3 p.m. If we do not hear from you, we will assume that the ad is OK as it printed.

- Ad is OK AS IS
- Please make the following changes:

- _____
- _____
- _____
- _____
- _____

Students produce the yearbook. We make every effort to create beautiful and 100% correct ads that meet all of our requests. This will be your only proof. In the unfortunate case of an error, we do not provide refunds for ads, unless there has been an incident of extremely neglectful behavior on our part.

Signature: _____

BENJAMIN BUCHANAN

We are very proud of the young man you have become! Reach for your dreams, the sky is the limit!

Much love,
Mama, Dad, and Mckenna
xxxx

ALEXANDER BUCKHEIT

Congratulations! You have come so far yet there is so much still ahead of you. Never stop learning!
God Bless! - Mom, Dad & Brianna

KLEVIS BELA

Your family is so very proud of you. Your three sisters and brother wish only the best for your future. As your parents, we recognize that you are an excellent student, a generous friend and a kind individual...but above all, you are a wonderful son.

We love you dearly- Congratulations!

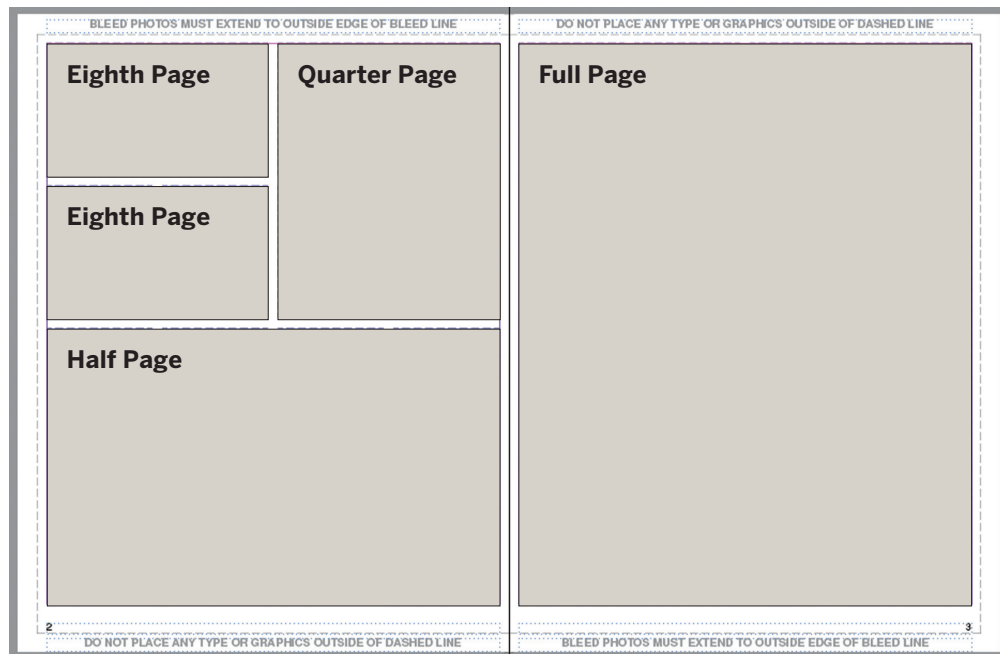
PONTE VEDRA HIGH SCHOOL • PONTE VEDRA, FL

AD SIZE TEMPLATES

Make sure your ad sizes are based on your actual page size, rather than the examples shown. Sizes may vary by book trim size.

Ad sizes and formats

- ▶ Full page
- ▶ Half page
- ▶ Quarter page
- ▶ Eighth page (business card)
- ▶ Check out Online Ad Creation on Yearbook Order Center. Parents can create their own ads, pay for and submit them all on one site.



WEST FORSYTH HIGH SCHOOL • CLEMMONS, NC

Checklist

BUSINESS ADVERTISING GUIDE

Analyze your completed business advertisements.

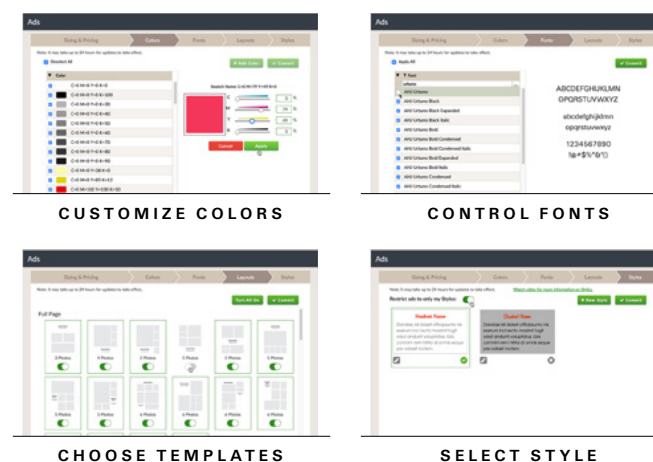
- Name of business
- Phone number
- Address
- Website
- Email address
- Approved proof form
- Resolution of ads
- Spell check
- Type of business
- Payment

Checklist

SENIOR/BABY ADVERTISING GUIDE

Analyze your completed senior/baby ads.

- Name of student
- Approved proof form
- Payment
- Spell check
- Personal message
- Resolution of photos



PARENTS SUPPLY THE MEMORIES. ADVISERS CONTROL THE ADS.

SELLING AND COMPLETING YEARBOOK ADS CAN BE SO MUCH EASIER.

■ **Save time:** The buyer is responsible for all images, text and design. You place the finished ads in your book.

■ **Stop collecting:** All payments are made online at checkout. No need to follow up on late checks or write receipts.

■ **Maintain control:** You set the fonts, colors and templates so there are no design surprises. The styles you create make it easy for parents to make beautiful ads.

■ **Improve accuracy:** No need to worry about name spellings or choosing a dominant photo. It's all up to the buyer.

LEARN ABOUT THE NEW FEATURES: herff.ly/online-ad-creation