

7177 Brockton Ave., Suite 105
Riverside • California • 92506
www.theyearbookcompany.com

Dear Parents:

It's hard to believe, but in just a few short months, your student's stay at **MOORPARK HIGH SCHOOL** will be nothing more than a memory. We're doing our best to put together a yearbook that will help your student remember the best of his or her final year forever. Unfortunately, try as we might, there is no way that we can possibly capture how proud you are of your child or put into words all that you must be feeling at this important time in their lives.

But that doesn't mean that you can't tell your student yourself. Proud parents can purchase space in the back of the yearbook and tell him or her how proud they are: in their own words and using their own photos!

All you need to do is fill out the enclosed form, follow the instructions on how to submit your photos and message to your student, attach a check for the appropriate amount or fill out the proper credit card information, and get all your ad materials (your photos and your message) to us, postmarked by **November 4, 2010** to take advantage of the early submission discount. But you can continue to purchase your ads for the regular price up until the final deadline of **December 9, 2010**.

We're enclosing thumbnails of several ad formats for you to choose from to help you create that special ad for your student. To see larger size versions of the ad formats or if you have any other questions, please visit www.theyearbookcompany.com. There you can find out answers to frequently asked questions or contact us by email. You can also call us at 951-274-9561. *And, if you like, you can submit and purchase your dedication online by logging on to your school at www.theyearbookcompany.com and uploading scanned or digital images (at least 300 dpi) and your message.*

Please do not contact the school. To help the yearbook staff make its deadlines and ensure accuracy, they have contracted with us, **The Yearbook Company**, to process all of their student advertising. That means you cannot drop off your order at the school, but must mail it in a separate envelope to **MOORPARK HIGH SCHOOL SENIOR ADS, The Yearbook Company**, 7177 Brockton Ave., Suite 105, Riverside, CA 92506.

Thanks!

the
yearbook
company

P.S. While we do our best to get pictures back to parents, we suggest that before you mail in that precious family keepsake, you may want to have a professional copy (on photo paper) made. *But please don't send us just a regular color copy or computer printout - those DO NOT reproduce well. If the photo is blurred or pixelated, we cannot make it any clearer.*

We want you to be happy with your ad and the photo quality to be in line with the school's standards.

Ads for Grads 2011 order form

Moorpark High School, Moorpark, CA

Place an "X" in the boxes to indicate the size and format of ad you are purchasing.

the yearbook company

early-bird

price if postmarked by November 4

final deadline**

price if postmarked by December 9

black & white color

black & white color

1/8 page ad
 Format "A3" Format "B3"

\$60 \$80

\$75 \$95

1/4 page ad
 Format "C3" Format "D3" Format "E3"

\$110 \$135

\$110 \$150

1/2 page ad
 Format "F3" Format "G3" CUSTOM*

\$155 \$245

\$175 \$275

* for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 5.5 inch tall box

Full page ad
 Format "H3" Format "I 3" CUSTOM*

\$285 \$440

\$340 \$490

* for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 11 inch tall box

You can also submit and purchase your dedication online by uploading scanned/digital .jpg images (300 dpi) and your message at www.theyearbookcompany.com. (service fee applies)

but if you are not comfortable with computers, and/or digital images, please feel free to order by mail - either way is fine!

*If you are selecting "custom," you must submit your art camera-ready. Camera-ready means you must paste down all photos and text in place on a clean background or submit a photo-quality printout of the entire ad on glossy photo paper. The whole ad must fit within the dimensions given above. Digital submissions are also acceptable but must be ONLY .jpg files with a minimum resolution of 300 DPI actual size (.pdf, .doc, .docx, .pub, .ppt and .psd files are NOT acceptable.) **DO NOT use Microsoft Word, Powerpoint, or any online photo sharing tool to create your dedication if you plan to submit it digitally.** We cannot create custom ads for you.

We reserve the right to edit or remove inappropriate material without prior notification. This includes but is not limited to photos containing nudity (even baby butts), alcohol, firearms, inappropriate hand gestures/attire or any other suggestive postures or language not suitable for printing in a school publication. We also cannot print copyrighted logos (i.e. Starbucks, Olympic Rings, Hello Kitty, Disney, etc.).

If you are choosing from the available formats, please submit your text typed in a plain font on white paper (messages must be typed) and the appropriate number of photos. Please see the ad formats for message length guidelines. (You may also submit .jpg photos on a CD but only if they are at least 300 DPI actual size. DO NOT try to save photos from websites/social networking sites- they are too low resolution. Messages may also be submitted as word documents or .txt files.) Please number your photos as you would like them to appear (on occasion, we might need to adjust positioning per what would look and work best) and put your student's name on the back of each (watch for wet ink!). **Do not fold or cut photos. Your photos will be enlarged or reduced to fit the actual ad size. PLEASE DO NOT SEND PROOFS, COPYRIGHTED PHOTOS OR COPIES OF THEM- WE CANNOT REMOVE WATERMARKS OR HEAVY TEXTURE. All materials (photos and text), this form and payment must be received at the time of submission. Incomplete packages will be returned.**

**DO NOT SEND ANY MATERIALS TO THE SCHOOL. YOU MUST MAIL EVERYTHING TO:
 Moorpark High School Senior Ads
 The Yearbook Company
 7177 Brockton Ave., Suite 105
 Riverside, CA 92506**

for more information and for answers to frequently asked questions, please visit www.theyearbookcompany.com or call 951-274-9561

Name of person purchasing ad (name on check or credit card): _____

Address: _____

City: _____ State _____ Zip _____

Contact phone: (_____) _____

Student's name as you would like it to appear on name banner: _____
 (we will not add the name to custom ads but we do need the name for recordkeeping and indexing purposes)

of photos enclosed _____ is this a surprise? yes / no
circle one

I would like my materials returned so I am enclosing a self-addressed, stamped, appropriately-sized envelope. (If you don't, your photos will not be returned.)

Please note, however that we cannot guarantee the safety of your photos in the mail once we've returned them, so please make duplicates of all irreplaceable photos. PHOTOS CANNOT BE RETURNED UNTIL AFTER THE DISTRIBUTION OF YEARBOOKS. (Sorting and mailing back photos from tens of thousands of ads takes several months. Thank you for your patience.)

Yearbook ad sales are a fund-raiser for your child's school and are non-refundable. The school and their yearbook program thank you for your support!

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 \$5.00 convenience fee for 1/8 and 1/4 ads and \$10.00 for half and full page ads

** 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

Your message to your student will be typeset to fit in this space. The total length of the message should not exceed 45 words. (Words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate.) We will crop and/or resize your photo to fit in the frame.

single vertical photo goes here

THIS AD IS ACTUALLY BUSINESS CARD SIZE (1/8 pg.)

Format A3

student NAME HERE

Your message to your student will be typeset to fit in this space. The total length of the message should not exceed 35 words. (Words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate.) We will crop and/or resize your photo to fit in the frame.

single horizontal photo goes here

THIS AD IS ACTUALLY BUSINESS CARD SIZE (1/8 pg.)

Format B3

student NAME HERE

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 100 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

We will crop and/or resize photos to fit in the frame(s).

single photo goes here

Format C3

1/4 PAGE DESIGN

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 85 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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.

picture 1

picture 2

and/or resize photos to fit in the frames, vertical photos or photos that can be cropped vertically do look best in vertical frames.

Format D3

1/4 PAGE DESIGN

student NAME HERE

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 90 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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.

picture 1

picture 2

picture 3

Format E3

1/4 PAGE DESIGN

student NAME HERE

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 135 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

picture 1

picture 2

picture 3

picture 4

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. If you would like to submit horizontal photos for any of the boxes, position 3 would work best.

Format F3

1/2 PAGE DESIGN

student NAME HERE

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 125 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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. If you would like to submit horizontal photos for any of the boxes, positions 4 and/or 5 would work best.

picture 2

picture 3

picture 4

picture 5

picture 1

1/2 PAGE DESIGN

Format G3

FULL PAGE DESIGN

picture 1

picture 2

picture 5

picture 3

picture 6

picture 4

picture 7

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 175 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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.

Format H 3

note:
this layout can also be made with only 5 photos
(one in the middle and only 2 on each side)

studentNAMEHERE

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, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

picture 1

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.

note:
this layout can also be made with only 6 photos and a longer message
(if you eliminate photos 2 and 3, the word count goes to 250)

picture 2

picture 3

FULL PAGE DESIGN

picture 4

picture 5

picture 6

picture 7

picture 8

studentNAMEHERE

Format I 3

student NAME HERE

single vertical
photo
goes here

Your message to your student will be typeset to fit in this space. The total length of the message should not exceed 45 words. (Words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate.) We will crop and/or resize your photo to fit in the frame.

Format A3

student NAME HERE

single horizontal
photo goes here

Your message to your student will be typeset to fit in this space. The total length of the message should not exceed 35 words. (Words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate.) We will crop and/or resize your photo to fit in the frame.

Format B3

student NAME HERE

single photo
goes here

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 100 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

We will crop and/or resize photos to fit in the frame(s).

Format C3

student NAME HERE

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 90 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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picture 1

picture 2

picture 3

Format E3

student NAME HERE

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 85 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

Please note the orientation of the photo boxes in this sample layout. Though we can crop and/or resize

picture 1

picture 2

photos to fit in the frames, vertical photos or photos that can be cropped vertically do look best in vertical frames.

Format D3

studentNAMEHERE

picture 1

picture 2

picture 3

picture 4

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 135 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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Format F3

studentNAMEHERE

picture 2

picture 3

picture 4

picture 5

picture 1

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 125 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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Format G3



picture 2



picture 3



picture 4



picture 1

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 175 words, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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.

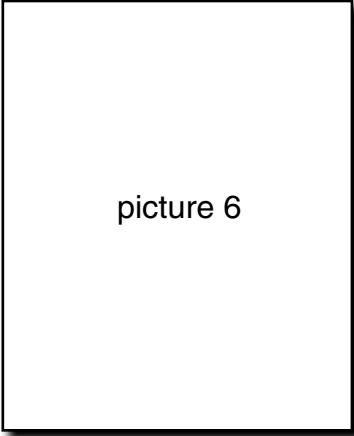
Format H 3

note:

this layout can also be made with only 5 photos (one in the middle and only 2 on each side)



picture 5



picture 6



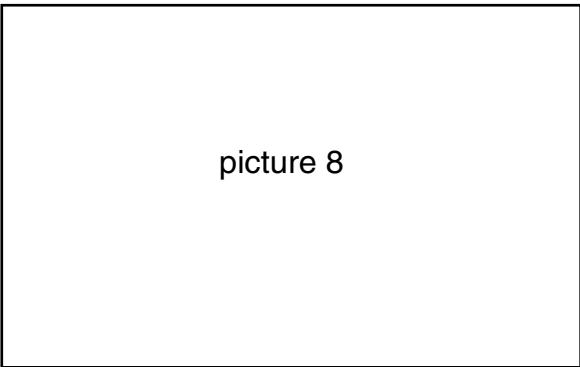
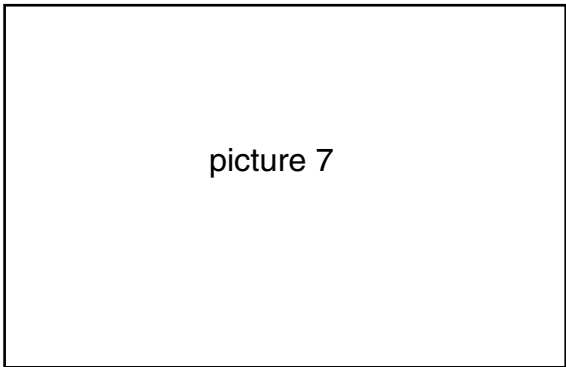
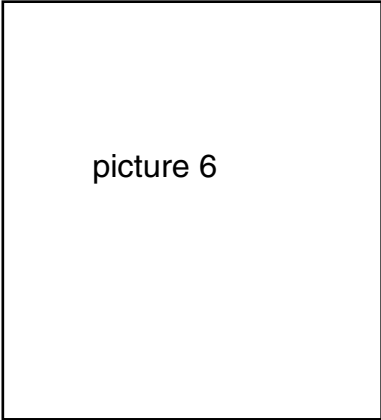
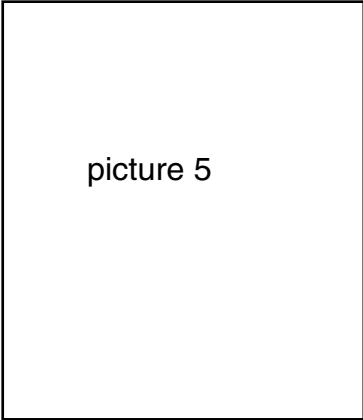
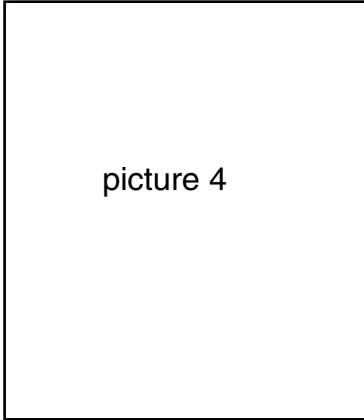
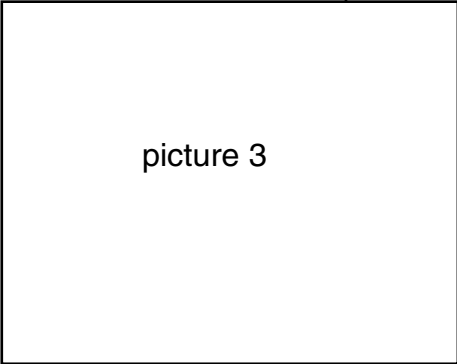
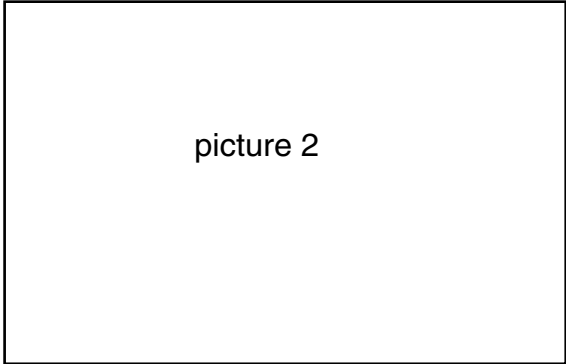
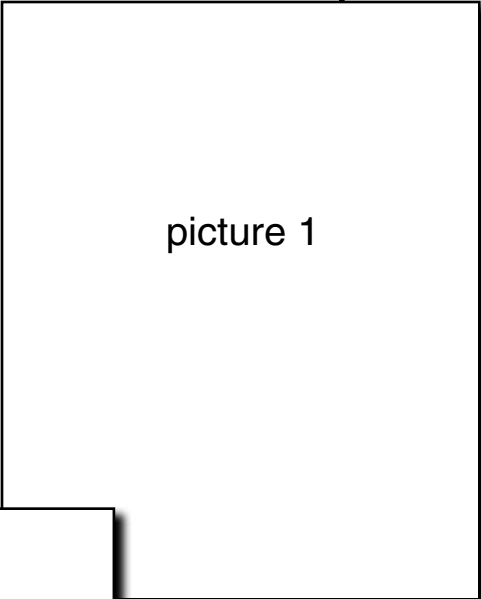
picture 7

studentNAMEHERE

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, including the "signature" at the end. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate. If the copy you submit does not fit in the space provided, we will reduce or enlarge the size of the type as needed to make it fit.

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.

*note:
this layout can also be made with only 6 photos and a longer message (if you eliminate photos 2 and 3, the word count goes to 250)*



studentNAMEHERE

Frequently Asked Questions

Can I drop off my materials at the school?

No. The ads are not processed at the school, therefore, you must mail them to THE YEARBOOK COMPANY.

Do my photos have to be the same size as the template?

No. We scan and digitize each photo, therefore we are able to enlarge and/or reduce photos. Vertical photos work best, but we can also zoom in on portions of photos and crop if you desire.

Will my ad be the same size as the template?

This depends on the size of each individual school's yearbook. Generally if it is a high school yearbook, the sample ad is about 80% to 90% of the size that the ad will be in the yearbook. If it is a middle school yearbook, then the size is about the same.

Do I have to have the exact amount of words specified on the sample template?

No. The amount given is a suggested amount to coincide with the size of the ad and what would be legible. If you write slightly more, the text will be put in a smaller font than shown, if you write less, it will be enlarged.

How can I indicate which photo I want to go where?

Please write a number corresponding to the template lightly on the back of each photo.

Do I have to type my text?

We try our best to ensure accuracy in the reproduction of messages, therefore submitting typed text is the best way to help us. We cannot guarantee the accuracy of any text that is handwritten, due to variations in handwriting size and style and human error. If you would like to submit your text on disk, you may certainly do so. Also, please do not type in caps unless you wish your message to appear in capital letters.

Will my ad be in color or in black and white?

That depends on what types of ads your school offers and what type of yearbook they print. Please see the order form for pricing and availability. But if you submit color photos for a black and white ad, they will be converted to grayscale.

Must I choose from one of the pre-designed ad formats?

Yes. Due to the quantity of ads received, we cannot customize each one. If you prefer a more personalized memory for your student, you may create a CUSTOM ad and submit camera-ready art.

What does "camera-ready" mean?

Camera-ready means that the ad is done exactly as it is to be seen in the book, with photos pasted down and text in place. There is no limit to what you can do with a custom ad, so long as the ad itself fits within the specifications given on the order form. Camera-ready ads will be scanned in exactly as they are submitted and therefore must be submitted to size.

Is there a discount for custom ads?

Unfortunately, no. The fee you are paying is for the actual ad *space*, not the creation of the ad, much like putting an advertisement in the newspaper, phone book or on television.

Can I cut my photos?

It is not recommended that you cut photos unless it is in the same shape as the template. If your photos are in unorthodox shapes, we will be unable to fit them into the standardized template properly. In addition, for color ads, we will also be unable to use a color background with odd shaped photos.

Can I submit my ad or photos on disk (digitally)?

If you so desire, you may submit an electronic file(s) with **only** the following specifications: photos or complete ads may be submitted as actual size jpg files with a *minimum* resolution of 300 dpi. Anything less than this resolution is not suitable for yearbook printing. (Please note that Photoshop defaults at only 72 DPI so you must set the resolution prior to creating the ad/scanning. Resampled files tend to be very fuzzy.) We are unable to accept any digital files done in Microsoft Word, Publisher, Powerpoint, or any other desktop publishing-type program (unless it is submitted as a custom ad and printed out on photo paper, see above). CD's are acceptable but we cannot accept files via email. However, if the option is listed on your school's order form, you can submit your photos and message and pay for your ad via our website www.theyearbookcompany.com by logging on to your school.

Where does the money I am paying for this ad go?

Revenue from student and business ads goes to the school and the yearbook program. Generally, the yearbook is self-supporting and most yearbook staffs rely on this income and parent support to keep the cost of the yearbook down. Often they pay for color in the book and/or other upgrades to the book while other times it is used for technology and education.

If the yearbook doesn't come out until the end of the school year, why must my ad be submitted so early? And why do the prices increase each deadline?

The yearbook is generally created beginning in October and finished in a matter of 5 months. As time elapses and pages are submitted to the publisher, the actual price of each page in the book increases month by month. In order to keep the cost of the yearbook down and ad prices low, schools try to sell and submit their ads as early as possible.

Must I submit all my ad materials at the time of payment?

Yes. Again, the price of the ad and the time the ad itself is submitted for printing are interrelated.

Why can't I choose from more fonts?

Because fonts are *owned* and often the school, the customer and the publisher do not always own the same fonts, we can only offer the fonts shown on your order form.

Can I send copies of my photos instead of originals?

Please do. As long as your copies are good-quality, copies generally work just as well as originals. But if a photo or copy is blurry or pixelated, it will remain so in the yearbook. But color copies on regular paper or printouts from inkjet printers do not reproduce well.

Will I receive my photos back?

Yes, but only if you have enclosed a self-addressed, stamped envelope. We are able to send back all materials once the yearbooks are distributed so you can expect to have them returned to you by the end of September following the receipt of the yearbook.

Will I receive a confirmation upon the receipt of my order?

No. Due to the volume of ads received, we are unable to contact each purchaser individually. Please consider your cancelled check your receipt. But you can always contact us on the web at www.theyearbookcompany.com.

Will I see a proof of my ad?

Unfortunately, no. Only the yearbook staff will get to see the ads before they are finalized. They receive and make all proof changes.