

June 9, 2017

The Element: Northwood Yearbook
Northwood High School
4515 Portola Parkway
Irvine, CA, 92620

Dear Parents,

It's no surprise to you that the Class of 2018 will be graduating in less than a year. The Northwood Yearbook staff is offering a wonderful opportunity to help you express your love and congratulations to your seniors. Parent dedication ads for seniors are popular at Northwood and the time has come to reserve your space. What better way to recognize your son or daughter's graduation than with a personal dedication ad in the yearbook?

Please complete the dedication order form on pages 5 and 6 and submit it with the accurate number of pictures on a USB/flash drive along with a personal message and payment. Please note that if you plan to submit your senior's dedication on a USB/flash drive, the USB/flash drive will not be returned. Completed ads will be processed on a FIRST COME, FIRST SERVED basis until designated pages are filled. No additional pages can be added to the yearbook as a result of price increases and stricter publishing deadlines.

Your senior will be guaranteed a dedication spot in the 2018 Yearbook

if the dedication ad is turned in by **Tuesday, October 31, 2017.**

After that, ads will be processed on a **FIRST COME, FIRST SERVED BASIS**

until designated pages are filled.

Within 30 days of submitting your ad, you will receive an email receipt from NHSSeniorDeds@gmail.com confirming your order. **It is your responsibility to contact us if you do not receive a receipt.**

When submitting digital photos, please select the size of the ad you want, and then name the photos on your USB/flash drive according to their placement on the layouts attached on pages 3 and 4. Please note that a vertical photo cannot fit into a horizontal space or vice versa; choose your photos accordingly.

Please submit a personal message with your photos. This message can be saved as a Microsoft Word file and put on the USB/flash drive, or it can be typed, printed and included with your USB/flash drive. See the guidelines sheet for information regarding scanned photos, digital images, and word counts for the length of your senior message. Please place the USB/flashdrive and any printouts in an envelope. With the volume of ads our staff produces, we would appreciate your cooperation in adhering to the above guidelines.

If you need additional forms or have any other questions, please email Mrs. McCann at jeannamccann@iusd.org.

Thank you for your support.

Sincerely,

Jeanna McCann
Yearbook Advisor

Digital Instructions Guidelines

Digital Images

All digital photos submitted should be JPEG only and named with the student's last name followed by the number placement in the ad that corresponds to the number on the layout you chose to purchase (attached on pgs 3 and 4). For example, Jones1.jpg. Save images to a USB/flash drive, at the largest size possible. Please note that if you choose to submit your dedication on a USB/flash drive, the USB/flash drive will not be returned.

Your USB/flash drive should include all the photos you need for your dedication ad. Name the images with the number that corresponds to the number on the layout you chose to purchase (attached on pages 3 and 4). Include a printout so that the staff will have a reference. Clearly label the USB/flash drive with your name and your senior student's name. You may include your message as a MS Word file on your USB/flash drive. Please make sure a typed, printed message is included if you do not submit a MS word file.

Scanned Photos

High quality photos should be scanned at MINIMUM 300 dpi and saved as JPEG files (.jpg) only. Burn all images to a USB/flash drive. This can be done at stores such as Kinkos, Wal-Mart, Costco, etc. Please make sure that submitted photos are high quality and not grainy. Usually, photos taken straight off Facebook, Instagram, or other social media sites are not high enough quality to be inserted into your senior dedication.

Senior Message

Senior Dedication Message Word Maximum: These word counts include the senior's name, the message, and the closing (Love...)

Full Page Ad 90 words max

1/2 Page Ad 65 words max

1/4 Page Ad 50 words max

1/8 Page Ad 40 words max

Count the number of words in your message carefully. We will only print up to the word limit for the size of the ad you purchased.

Deadline*: Tuesday, October 31st

*Any ads/dedications turned in after this deadline are not guaranteed spots.

STUDENT'S NAME

1

2

4

5

3

6

7

8

9

11

FULL PAGE AD
PERSONALIZED
MESSAGE GOES
HERE
(90 words max)

10

12

13

STUDENT'S NAME

1	2	3	4
5	6	8	1/2 PAGE AD PERSONALIZED MESSAGE GOES HERE (65 words max)
	7	9	

STUDENT'S NAME

1	2
3	4
1/4 PAGE AD PERSONALIZED MESSAGE GOES HERE (50 words max)	

STUDENT'S NAME

1	1/8 PAGE AD PERSONALIZED MESSAGE GOES HERE (40 words max)
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**BE SURE TO FOLLOW
THE INSTRUCTIONS ON
PAGE 2 FOR NAMING
IMAGES**

NORTHWOOD HIGH SCHOOL

The Element

Here's your chance to personalize your yearbook **full color - senior dedication ads**

Guaranteed spot if ad is turned in by Tuesday, October 31, 2017. After that, dedications will be processed on a first come, first served basis until designated pages are filled.

ORDER FORM (also available on NHS website: www.northwoodhigh.org)

- Pay by Cash OR Check (payable to NHS Yearbook). Please include student's long ID number on check.
- Bring your ad to Room 1223, or drop off in Mrs. McCann's mailbox at the front office.
- You can also mail in your form to:

NHS Yearbook, 4515 Portola Parkway, Irvine, CA 92620

Within 30 days of turning in your ad, you will receive an email receipt from NHS-SeniorDeds@gmail.com confirming your order. **It is your responsibility to contact us if you do not receive a receipt.**

① ****Advertising Orders (Full Digital Submission)**

On or before October 31st @ 3:30 PM

- Full Page \$325
- Half Page \$200
- Quarter Page \$125
- Eighth Page \$85

Nov. 1st ~ Nov. 30th @ 3:30 PM

- Full Page \$335
- Half Page \$210
- Quarter Page \$135
- Eighth Page \$95

Dec. 1st ~ Dec. 22nd @ 3:30 PM

- Full Page \$345
- Half Page \$220
- Quarter Page \$145
- Eighth Page \$105

After Dec. 23

- Full Page \$355
- Half Page \$230
- Quarter Page \$155
- Eighth Page \$115

Total enclosed \$ _____

**Sorry, no refunds

② Is this ad a surprise? ____ yes ____ no

③ Graduate's name _____

Student ID # (short) _____

Parent Name _____

Parent Email _____

Parent Phone # _____

④ Payment Method: (please circle)

Check

Cash

Don't forget to include in your envelope:

- **Double check all spelling and grammar; the yearbook will not be responsible for syntax errors.**
- **Photos on USB/flash drive (will not be returned), numbered according to placement**
- **Message as Microsoft Word file on the USB/flash drive, or a printed, typed copy**
- **Above form, filled out**
- **Payment in full (check or cash), according to submission date on previous page**
- **USB/flash drive, above form, and separate message sheet all in a manila envelope**
- **Mailed to Northwood or dropped off in room 1223**