

School Customized Marketing Catalog - 2016

Walsworth yearbooks

Order Form
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Instruction Sheet

Yearbook Sales

Posters
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Fliers
Postcards
Yearbook Order Cards
Bookmarks
Stickers
Vertical Vinyl Banners
Customized Marketing Packages

Gold
Silver
Bronze

Mail Home Order Forms

Latino Marketing

Flier
Postcard
Emails
Vertical Vinyl Banner

Gift Certificates
Supporter Certificate
Distribution Insert
Emails

Options Sales

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Postcards

Yearbook Snap/Community Upload

Yearbook 3D

Aurasma

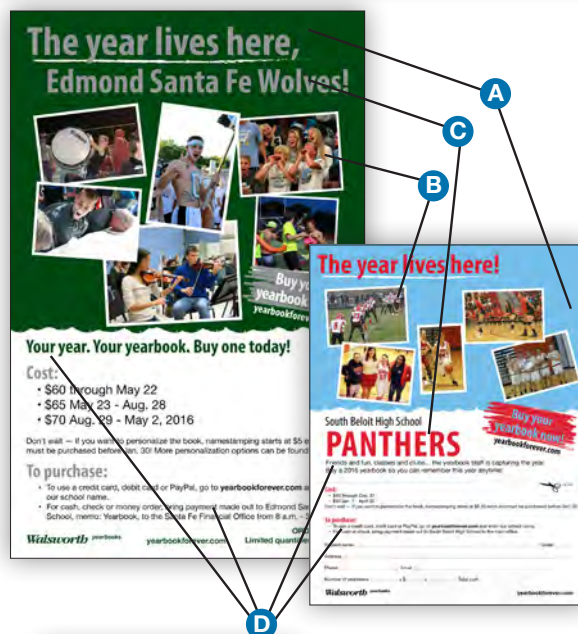
Yearbook Shout

Selfie Station

Ad Sales

Online Ad Sales Tri-fold Brochures
Emails
Postcards

Price List



Get personalized marketing materials without the fuss. These items designed by Walsworth just need your school name, colors, mascot and sales information. Select one of the copy options or write your own. Choose the items that will work best for you. Walsworth does the rest.

Customized items must be ordered online. Go to walsworthyearbooks.com/marketing and click on the **Order Customized Marketing** section.

If you want to print these items at the school, we will send you a print-ready PDF at no cost. If you want Walsworth to print, you can see our printing estimates at the end of this catalog.

For questions, please email:
schoolmarketing@walsworth.com.

Customize for your school

- A Enter your school's colors.
- B Submit photos of your school's students.
- C Add your school's mascot name and image.
- D Select a message to include with your sales and pricing information.



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The year lives here, Edmond Santa Fe Wolves!



Buy your
yearbook now!
yearbookforever.com

Your year. Your yearbook. Buy one today!

Cost:

- \$60 through May 22
- \$65 May 23 - Aug. 28
- \$70 Aug. 29 - May 2, 2016

Don't wait — if you want to personalize the book, namestamping starts at \$5 extra and must be purchased before Jan. 30! More personalization options can be found online.

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash, check or money order, bring payment made out to Edmond Santa Fe High School, memo: Yearbook, to the Santa Fe Financial Office from 8 a.m. - 3 p.m.

Walsworth yearbooks

yearbookforever.com

ORDER TODAY
Limited quantities available!

Posters

Get your school excited about yearbook sales with these posters with your school's name, mascot and colors, plus photos of students from your school in action. (Two sizes, 11" x 17" or 14" x 22")

item #SM001

Prices vary; see price list on page 32 or online order form.

The year lives here, South Beloit Panthers!



Buy your
yearbook now!
yearbookforever.com

Your year. Your yearbook. Buy one today!

Cost:

- \$45 through Dec. 31
- \$50 Jan. 1 - April 30

Don't wait — if you want to personalize the book, namestamping starts at \$6.50 extra and must be purchased before Jan. 30!

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash or check, bring payment made out to South Beloit High School to the main office

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yearbookforever.com

ORDER TODAY
Limited quantities available!

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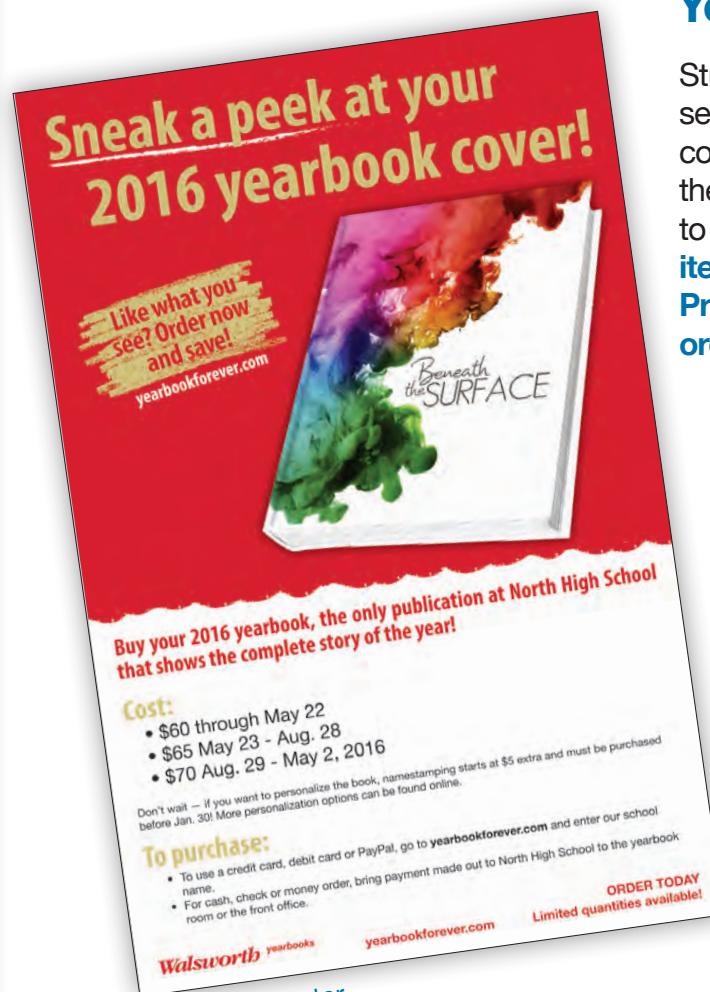
schoolmarketing@walsworth.com

Yearbook Cover Posters

Students are more interested in buying what they can see. Use this poster to show off or tease your yearbook's cover to convince students they will want this book on their shelves forever. You must have a completed cover to receive this poster. (Two sizes, 11" x 17" or 14" x 22")

item #SM002

Prices vary; see price list on page 32 or online order form.



Full Cover Poster



Sneak Peek Cover Poster

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Flier with Order Form



Fliers

Like the posters, but you can also add an order form – a great way to alert parents that yearbooks are on sale now. Available without order form or as a two-sided flier with images on front and order form on back. (8 1/2" x 11")

item #SM005

Prices vary; see price list on page 32 or online order form.

Flier with Order Form on back



Flier without Order Form



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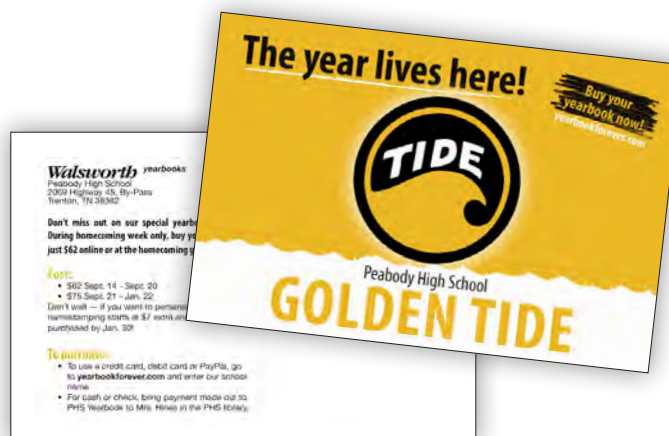
Postcards

These postcards with your school name, colors and photos will be noticed even in a large stack of mail. Use them to tell parents that yearbooks are on sale, how much they are and how to buy them. (Two-sided in two sizes, 5" x 8" or 4" x 6")

item #SM009

item #SM038 (Last Chance version)

Prices vary; see price list on page 32 or online order form.



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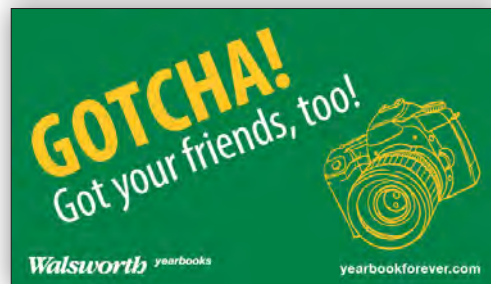
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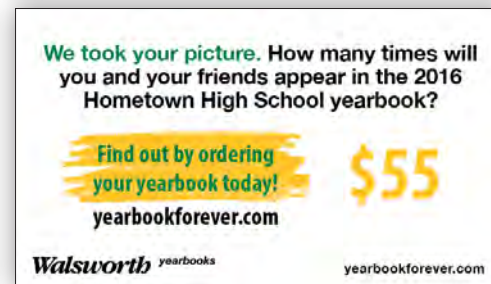
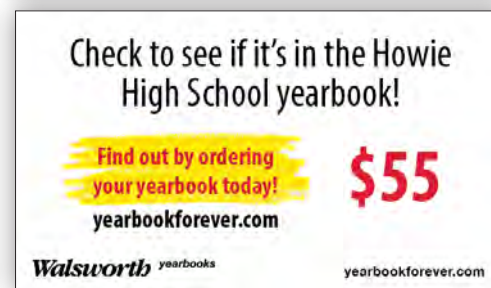
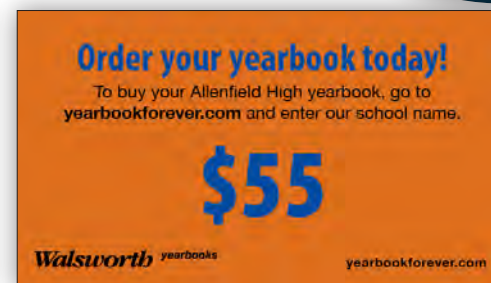
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Front



Back

Order Cards

You need to tell students in a few different ways that yearbooks are on sale, and these cards are a great supplement to PA announcements, emails and fliers. Hand out when you are out and about taking photos, or at lunch a day or two before you set up your sales table. (Two-sided, 2" x 3.5")

item #SM019

Prices vary; see price list on page 32 or online order form.

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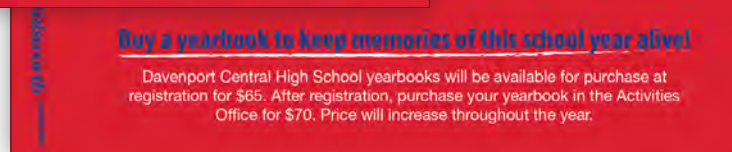
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Front



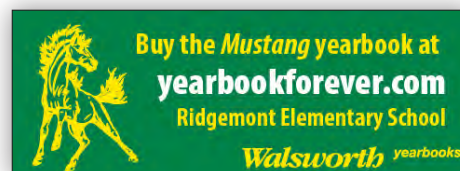
Back

Bookmarks

Hand out these bookmarks to advertise your sale and for students to use. Two sided. (1 1/2" x 6 1/2")

item #SM013 – vertical

Prices vary; see price list on page 32 or online order form.



Stickers

Who doesn't like stickers? Help parents and students remember where to buy. (1" x 2 3/4")

item #SM015

Prices vary; see price list on page 32 or online order form.



"I bought a yearbook!" stickers

Use these stickers so students can advertise they bought a yearbook on sale day. (1" x 1 1/2")

item #SM032

Prices vary; see price list on page 32 or online order form.

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With Mascot

Without Mascot

Vertical Vinyl Banners

Draw students and parents to your sales table or advertise your sale at the front office or a basketball game. These colorful vinyl banners do the trick. The banners are created with your school colors, and can include your mascot.

item #SM008

(24" x 63", includes stand)

\$48 plus \$10 shipping

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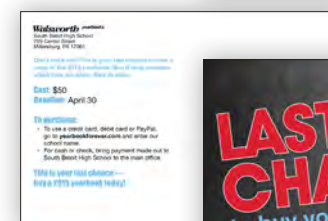
Poster



Flier



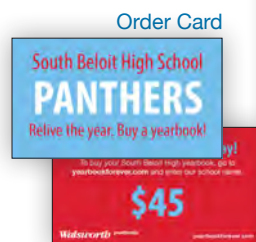
Postcards



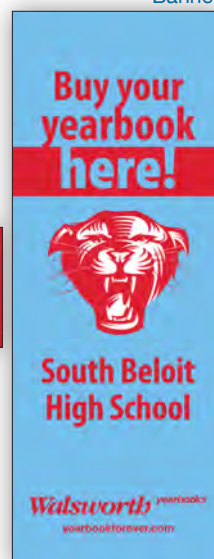
Email



Banner



Order Card



Customized Marketing Packages – GOLD

Order a complete marketing package and fill out the order form only once. The Gold package includes a vertical banner that can be used year after year. All items are customized with the school's name, mascot, colors and any images provided. Each package includes:

- Vertical Vinyl Banner item #SM001 – 1 per package
- Custom Email – 1 per package
- Flier item #SM005 – quantity selected by school
- Postcard item #SM009 (4" x 6") – quantity selected by school
- Postcard item #SM038 (Last Chance - 4" x 6") – quantity selected by school
- Poster item #SM001 (14" x 22") – 20 per package
- Order Card item #SM019 – quantity selected by school

Prices vary; see price list on page 33 or online order form.

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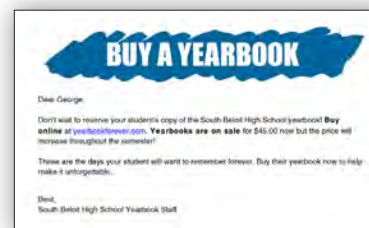
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SILVER

Poster



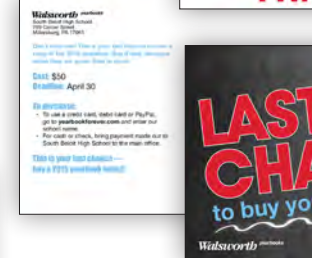
Flier



Email



Postcards



Customized Marketing Packages – SILVER

It's easy to order a complete marketing package! With the Silver package, get these five items and only fill out the ordering form once. All items are customized with the school's name, mascot, colors and any images provided. Each package includes:

- **Custom Email** – 1 per package
- **Flier item #SM005** – quantity selected by school
- **Postcard item #SM009 (4" x 6")** – quantity selected by school
- **Postcard item #SM038 (Last Chance version - 4" x 6")** – quantity selected by school
- **Poster item #SM001 (14" x 22")** – 10 per package

Prices vary; see price list on page 33 or online order form.

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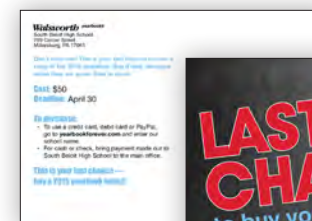
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BRONZE

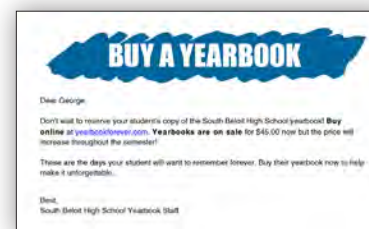
Poster



Flier



Postcard



Email

Customized Marketing Packages – BRONZE

It's easy to order a complete marketing package! With the Bronze package, get these four items and only fill out the ordering form once. All items are customized with the school's name, mascot, colors and any images provided. Each package includes:

- **Custom Email** – 1 per package
- **Flier item #SM005** – quantity selected by school
- **Postcard item #SM038 (Last Chance version - 4" x 6")** – quantity selected by school
- **Poster item #SM001 (14" x 22")** – 10 per package

Prices vary; see price list on page 33 or online order form.

Questions? Contact us:

schoolmarketing@walsworth.com

Walsworth yearbooks

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Flier

Marketing to Latino Parents

Do more than send Spanish-language marketing materials to Latino parents. Send something that explains the tradition of yearbook and its value today and in the future. Since you select the text and images (or use your own photos), you create a two-sided bilingual item that is unique for your school.

Flier item #LM004-7

Postcard item #LM009

Prices vary; see price list on page 32 or online order form.



Postcard



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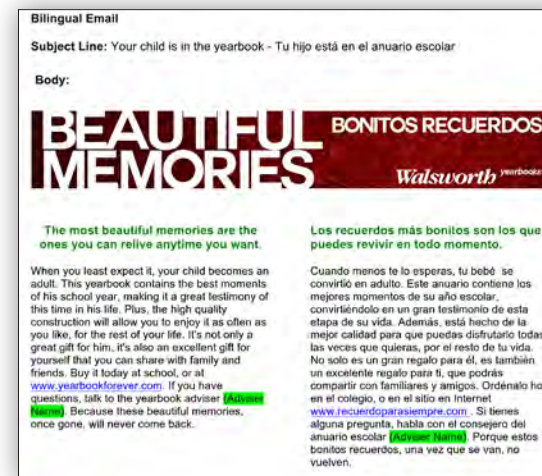
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Emails

Parents read emails. Send your information to parents using one of our bilingual email templates. The messages are written, you just need to add information such as adviser name and prices.

Send your request to
marketingyearbooks@walsworth.com.
n/c



Vertical Vinyl Banner

Catch the eyes of every student and parent wherever you set up your sales table – at lunch or parent-teacher conferences. These simple bilingual vinyl banners are created with your school colors, and can include your mascot.

item #LM008
(24" x 63", includes stand)
\$48 plus \$10 shipping

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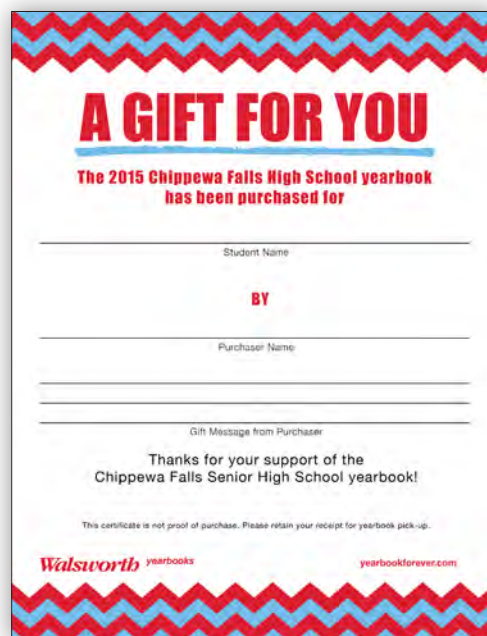
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Gift Certificate

Gift Certificates

Sell more yearbooks by advertising them as a gift for a holiday, birthday or just because. Personalize the certificates with the person's name, school name, yearbook name and school colors. (8 1/2" x 11")

Gift certificate item #SM026

Valentine's Day gift certificate item #SM027

Holiday gift certificate item #SM027

Holiday parent letter item #SM028

Prices vary; see flier pricing on page 32 or online order form.



Valentine's Day Gift Certificate



Holiday Gift Certificate



Holiday Parent Letter

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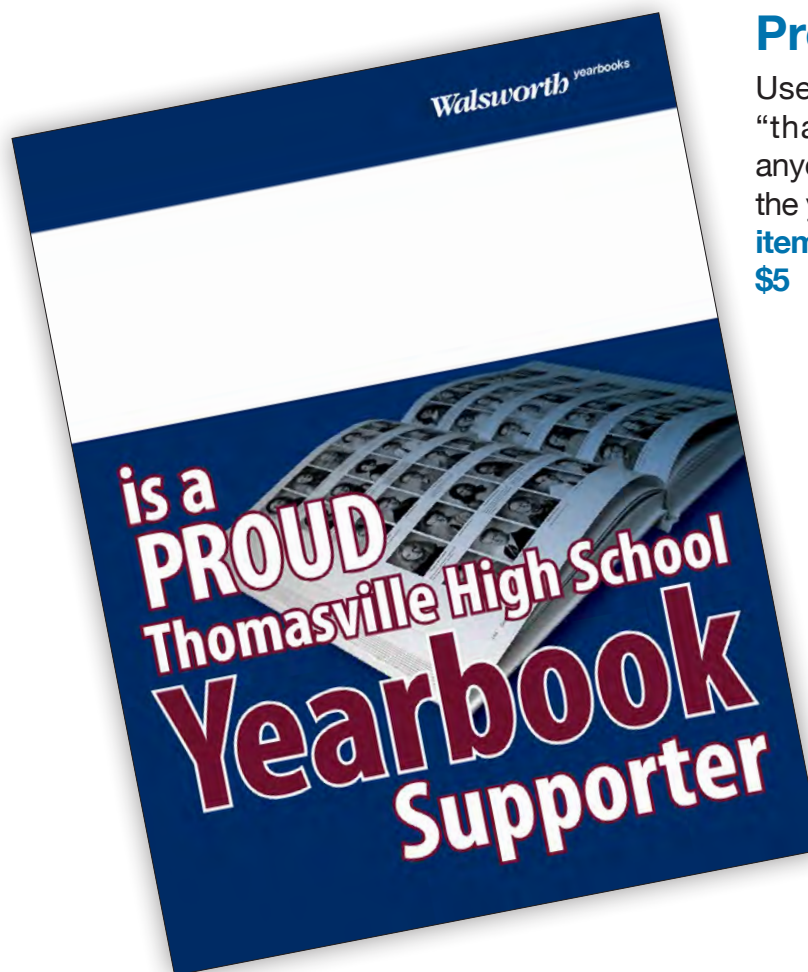
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Proud Supporter Certificate

Use these eye-catching certificates to say “thank you” to advertisers, teachers or anyone who goes above and beyond to help the yearbook program.

item #SM033 (25/pkg.)

\$5

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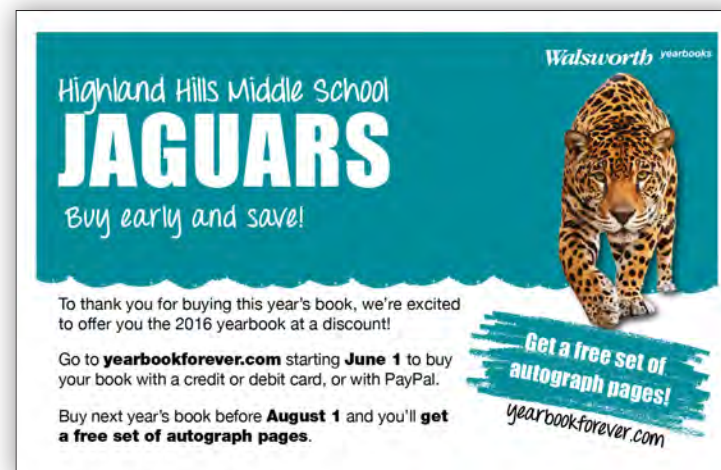
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Yearbook Distribution Insert

Get a jump-start on selling next year's book by placing these promotional inserts in this year's yearbook. (5.5" x 8.5")

item #SM034

Prices vary; see price list on page 33 or online order form.



BUY A YEARBOOK

Dear George,

Don't wait to reserve your student's copy of the South Beloit High School yearbook! Buy online at yearbookforever.com. Yearbooks are on sale for \$45.00 now but the price will increase throughout the semester!

These are the days your student will want to remember forever. Buy their yearbook now to help make it unforgettable.

Best,
South Beloit High School Yearbook Staff

Emails

We have created the email templates. Just add your sales and event information. You can send them or Walsworth can send them on your behalf – your database is secure with us!

Send your request to marketingyearbooks@walsworth.com.
n/c

Questions? Contact us:

schoolmarketing@walsworth.com

School Customized Marketing Catalog - 2016

Walsworth yearbooks

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**PERSONALIZE YOUR YEARBOOK...
YOU'VE GOT OPTIONS!**

More personalization
Namestamping makes your yearbook unique with your name and icons right on the cover. Choose from 45 namestamping icons.

More ownership
Put your name and icons on your yearbook, calculators, cell phones or whatever is yours with iTag nameplates. Color selected by school; you can choose from more than 85 icons.

More protection
Save your yearbook from years of wear and tear with a heavy-gauge Clear Book Protector.

More space
Make extra room for signatures and sharing fun times by adding an eight-page Autograph Supplement.

More fun
Sign your friends' yearbooks with fun colors using autograph gel pens.

Option	Price
Namestamp	\$
iTag	\$
Clear Yearbook Protector	\$
Autograph Supplement	\$
Autograph Gel Pens	\$

How do I order?
Go to yearbookforever.com and enter our school name.

Walsworth yearbooks yearbookforever.com

“You’ve got options!” Flier

Make parents aware of all the extra options they can purchase with the yearbook, including namestamping, iTags, clear book protectors, autograph supplements and autograph pens.

(8 ½" x 11")

item #SM020

Prices vary; see price list on page 32 or online order form.

Postcards

Tell parents their options for making their student's yearbook extra special.
(5" x 8")

item #SM011 Prices vary; see price list on page 32 or online order form.

Honor your 2016 Midland High School graduate with a
SENIOR AD
in the 2016 yearbook!

Buy and design your ad today!
yearbookforever.com

Buy online at yearbookforever.com until March 8.

Or, send text, photos and payment to the yearbook room.

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Poster

Yearbook Snap and Community Upload

Let students and parents know they can supply photos for possible inclusion in the yearbook with the Yearbook Snap mobile app and Community Upload. Customize with your school's access code. *

Poster item #SNAP001 (14" x 22")

Flier item #SNAP005 (8½" x 11")

Prices vary; see price list on page 32 or online order form.



Flier

* Editable PDFs available at walsworthyearbooks.com/marketing

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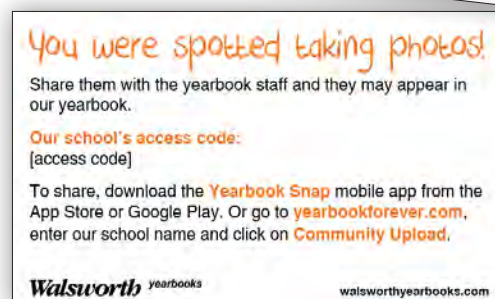
Yearbook Snap and Community Upload

More ways to let students and parents know they can supply photos for possible inclusion in the yearbook with the Yearbook Snap mobile app and Community Upload. Customize with your school's access code.

Banner item #SNAP008

Event Card item# SNAP019 (2" x 3½")

Prices vary; see price list on pages 32 and 33 or online order form.



Event Card



Banner

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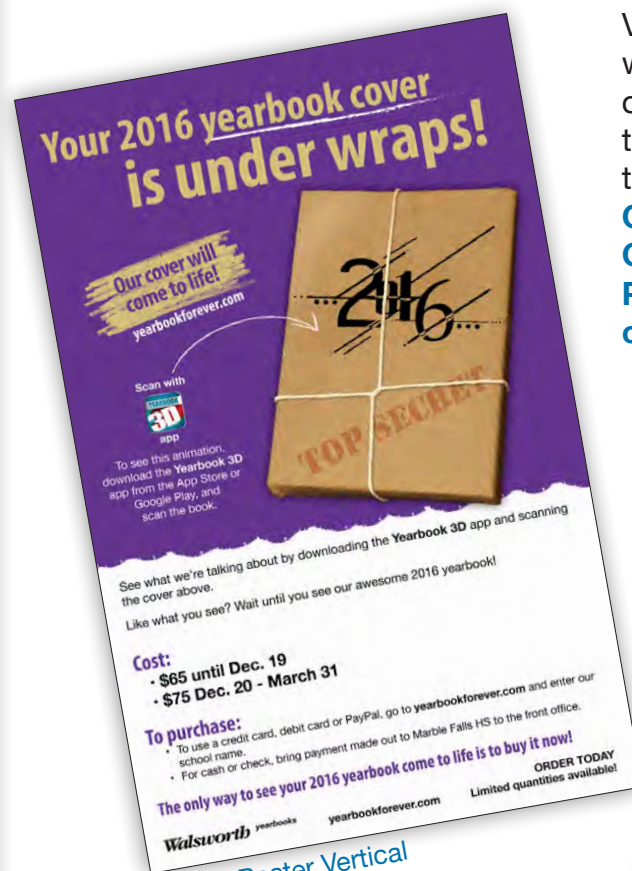
Yearbook 3D

The **Yearbook 3D** mobile app brings a whole new interactive experience to your yearbook cover and pages. Videos and 3D animation become part of your yearbook when scanned using our exclusive app on a smartphone or tablet. Let everyone know that Yearbook 3D is part of their yearbook cover and how they can access it with these items. (14" x 22")

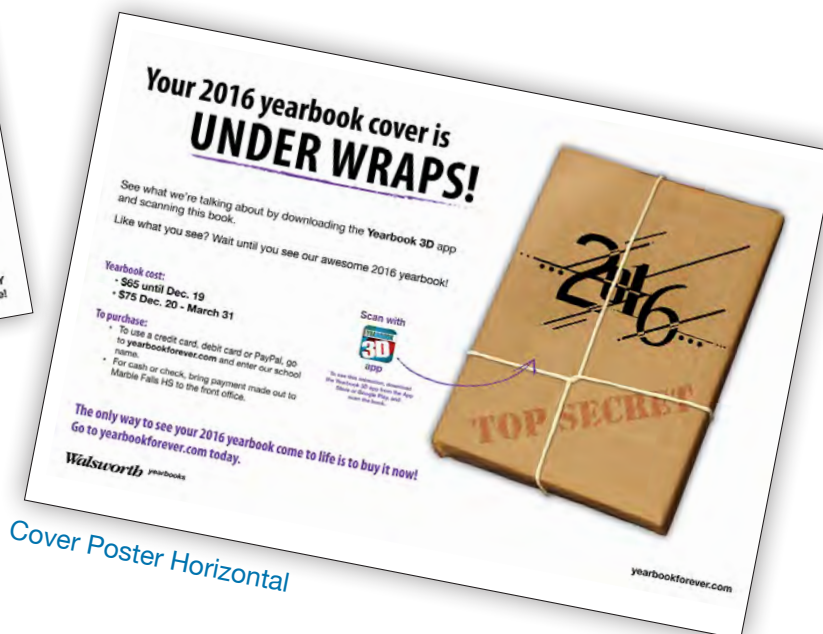
Cover poster vertical item #3D002V

Cover poster horizontal item #3D002H

Prices vary; see price list on page 32 or online order form.



Cover Poster Vertical



Cover Poster Horizontal

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Calendar Poster

Yearbook 3D

Once students and parents know that **Yearbook 3D** will be part of their yearbook, they will want to know how to buy a yearbook and download the mobile app. Use these handy fliers and calendar poster to spread the word and make more sales.

Calendar poster item #3D001CAL (14" x 22")

Flier with photos item #3D005 (8½" x 11")

Prices vary; see price list on page 32 or online order form.



Flier with photos

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Yearbook 3D

Make it easy for student and parents to access the **Yearbook 3D** videos and animation in your yearbook with these cards. Hand them out to increase sales and to provide directions for downloading the app, so when yearbooks arrive, students will be ready.

Sticker item #3D014 (2" x 3½")

Info Card item #3D019 (2" x 3½")

Prices vary; see price list on page 32 or online order form.

See how Yearbook 3D works!



1. Visit the App Store or Google Play and download the **Yearbook 3D** app.
2. Open the app on your phone or tablet.
3. Point the viewfinder over the 3D item and watch it come to life.

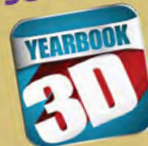
Like what you see? Wait until you see our awesome 2016 yearbook!

Walsworth yearbooks

yearbookforever.com

Sticker

See how it works!



1. Visit the App Store or Google Play and download the **Yearbook 3D** app.
2. Open the app on your phone or tablet.
3. Point the viewfinder over the 2014 cover or the other side and watch it come to life.

Like what you see? Wait until you see our awesome 2016 yearbook!

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yearbookforever.com

Info Card

Marble Falls High School
**Watch this
yearbook come
to life!**



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Supplement Poster Vertical

Yearbook 3D

If you are including either the *Year in Review*, *ceBuzz* or *Retrospective* current events supplements in your yearbook, make sure students and parents know these items use **Yearbook 3D**. Tell them how to download the app, use it, and how to buy a yearbook. They will want one after seeing current events come to life. (14" x 22")

Supplement Poster Vertical item #3D001SUPV

Supplement Poster Horizontal item #3D001SUPH

Prices vary; see price list on page 32 or online order form.



Supplement Poster Horizontal

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Aurasma

The **Aurasma** mobile app brings a whole new interactive experience to your yearbook cover and pages. Videos and 3D animation become part of your yearbook when scanned using the app on a smartphone or tablet. Let everyone know that Aurasma is part of their yearbook and how they can access it with these items. (14' x 22")

Calendar poster item #AZ001CAL

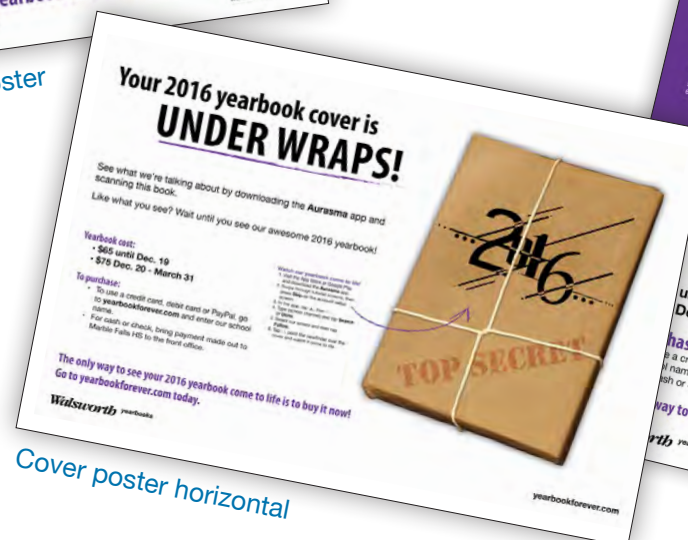
Cover poster horizontal item #AZ002H

Cover poster vertical item #AZ002V

Prices vary; see price list on page 32 or online order form.



Calendar poster



Cover poster horizontal



Cover poster vertical

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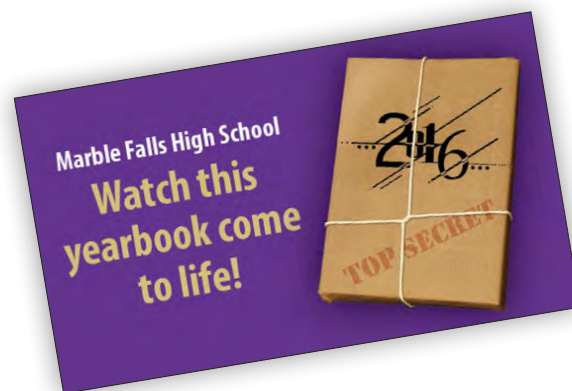
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Flier with photos



Info Card

Aurasma

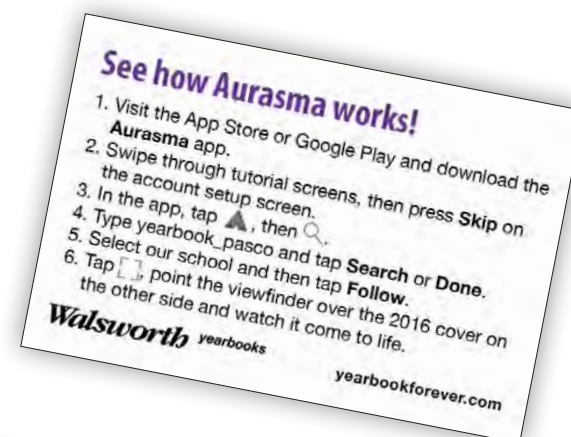
Once students and parents know that **Aurasma** will be part of their yearbook, they will want to know how to buy a yearbook and download the mobile app. Use these handy fliers to spread the word and make more sales.

Flier with photos item #AZ005 (8½ x 11")

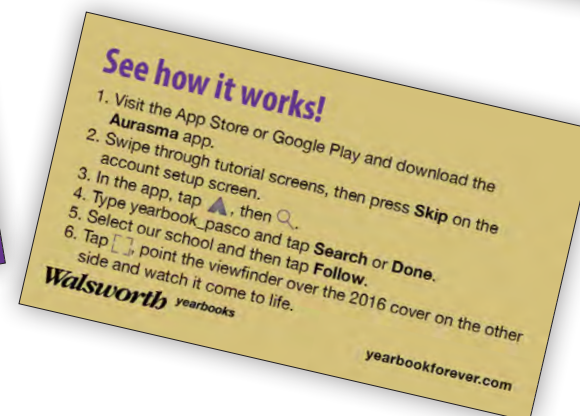
Sticker item #AZ014 (2" x 3½")

Info card with cover image item #AZ019 (2" x 3½")

Prices vary; see price list on page 32 or online order form.



Sticker



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Yearbook Shout

Now students can always remember their friends just the way they look and act today by leaving and receiving video messages with the **Yearbook Shout** mobile app! Think about how much more fun your distribution will be! The poster and flier explain what it is and how to use it. *

Poster item #SHOUT001 (14" x 22")

Flier item #SHOUT005 (8½ x 11")

Prices vary; see price list on page 32 or online order form.



Poster



Flier

* Editable PDFs available at walsworthyearbooks.com/marketing

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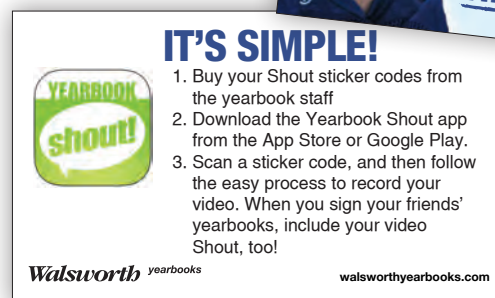
Yearbook Shout

Use cards that easily fit in pockets to explain to students how to leave video **Shouts** to their friends on yearbook signing day. Use the banner at school events and distribution to demonstrate the **Yearbook Shout** mobile app.

Banner item #SHOUT008

Info card item #SHOUT019 (2" x 3½")

Prices vary; see price list on pages 32 and 33 or online order form.



Info Card



Banner

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24" x 36"

Selfie Station

Let students show their school spirit by taking selfies in front of a school banner with your school name, colors and mascot. The small size makes them affordable and fun during many school events. (Two sizes, 24" x 36" or 24" x 24")

Banner item #SM039

Prices vary; see price list on page 33 or online order form.



24" x 24"

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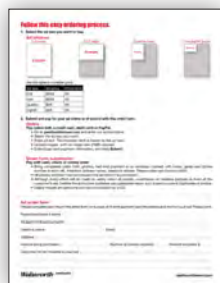
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Tri-fold Front

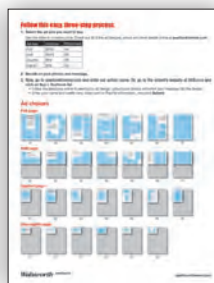
Tri-fold Backs



SM017a



SM017b



SM017c



SM017d



SM017e



SM017f

Online Ad Sales Tri-fold Brochures

These tri-fold brochures tell parents that ads are on sale, explain their ad options and how to purchase. No matter how you sell your ads online, there is a tri-fold brochure just for your school. (8 1/2" x 11" before folding, printed on 100# paper)

Have the school design my ad
item #SM017a

Upload my finished ad
item #SM017b

Design my ad online
item #SM017c

Design my ad online/Have the school design my ad
item #SM017d

Upload my finished ad/Have the school design my ad
item #SM017e

Design my ad online/Have the school design my ad/
Upload my finished ad
item #SM017f

Prices vary; see price list on page 33 or online order form.

If you do not want this item to be a self-mailer, we can print on the same paper as our fliers.
Please reference the cost for a two-sided flier on our price list.

Questions? Contact us:
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Emails

Parents read email. Send your ad information to parents using one of our email templates. The messages are written, you just need to add information such as ad sizes and prices.

Send your request to
marketingyearbooks@walsworth.com.
n/c

Postcards

Send the message home that parents can conveniently purchase ads online. (5" x 8" or 4" x 6")

item #SM010

Prices vary; see price list on page 32 or
online order form.



Dear Kristin,

Show your student how proud you are by purchasing a Recognition Ad in the North High School yearbook! Buy your ad online at www.yearbookforever.com or at school in room 316. Ads will only be on sale until March 1, 2015. Don't miss this great opportunity to congratulate and praise your graduating senior.

Recognitions Ad Prices:

- Full Page (5-7 photos) \$250.00
- Half Page (4-5 photos) \$175.00
- Quarter Page (2 photos) \$115.00
- Eighth page (1 photo) \$75.00

Don't forget – these are the days you'll want your student to remember forever. Buy their Recognition Ad today!

Questions? Contact Ms. Smith at the school number or at adviser@northhigh.k12.us.

Best,

NHS Yearbook Staff

Honor your 2016 Midland High School graduate with a
SENIOR AD
in the 2016 yearbook!

Buy and design
your ad today!
yearbookforever.com

Buy online at
yearbookforever.com
until March 8.

Or, send text, photos and
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room.



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Posters Four-color one-sided

	20	50	100
11 x 17	\$19	\$43	\$79
14 x 22	\$25	\$58	\$99

Postcards - 4 x 6 Four-color two-sided (current U.S. postage rate \$0.34 each)

	100	250	500	1000	2500
	\$50	\$68	\$97	\$145	\$318

Postcards - 5 x 8 Four-color two-sided (current U.S. postage rate \$0.49 each)

	100	250	500	1000	2500
	\$75	\$113	\$194	\$289	\$608

Fliers - 8½ x 11

Four-color one-sided	100	250	500	1000	2500
	\$10	\$25	\$50	\$100	\$250

Four-color two-sided	100	250	500	1000	2500
	\$20	\$50	\$100	\$200	\$500

Order cards/Event cards/Info cards - 2 x 3½ Four-color two-sided

	100	250	500	1000	2000
	\$25	\$30	\$35	\$49	\$89

Bookmarks - 1½ x 6½ Four-color two-sided

	100	250	500	1000
	\$26	\$51	\$66	\$96

Stickers - 1½ x 2¾ Four-color one-sided (30 per sheet)

	150	300	500	1000
	\$9	\$14	\$19	\$28

Stickers - 2 x 3 Four-color one-sided (8 per sheet)

	100	250	500	1000
	\$19	\$32	\$41	\$48

"I bought a yearbook!" Stickers - 1 x 1½ Four-color one-sided (50 per sheet)

	150	300	500	1000
	\$6	\$11	\$17	\$28

- First hour of art time is free.
- PDFs are available at no charge.
- Have images ready to upload when filling out form.
- Postage and shipping are not included in prices.
- Please allow 7-10 working days for proof.
- Prices subject to change.

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Questions? Contact us:

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Vertical vinyl banners - 24 x 63

Custom vertical banner – \$48 each (stand included)

Customized Marketing Packages - Gold

Charge to school per student

100	250	500	1000	2500
\$2.95	\$1.85	\$1.45	\$1.25	\$1.15

Customized Marketing Packages - Silver

Charge to school per student

100	250	500	1000	2500
\$2.10	\$1.50	\$1.30	\$1.15	\$1.10

Customized Marketing Packages - Bronze

Charge to school per student

100	250	500	1000	2500
\$1.25	\$0.85	\$0.70	\$0.65	\$0.60

Mail Home Order Forms - 8½ x 11

Four-color two-sided flier with size 9 and size 10 envelopes.
Price does not include postage

100	250	500	1000	2500
\$40	\$100	\$200	\$400	\$1,000

◀ Print ONLY

Yearbook distribution inserts

(plus \$5 handling charge)

100	250	500	1000	2500
\$5	\$12.50	\$25	\$50	\$125

Selfie Station

Banner 24 x 24 – \$14 each

Banner 36 x 24 – \$21 each

Two-sided tri-fold brochures - 8½ x 11

Four-color two-sided - 100# paper

100	250	500	2500
\$89	\$198	\$360	\$975

- First hour of art time is free.
- PDFs are available at no charge.
- Have images ready to upload when filling out form.
- Postage and shipping are not included in prices.
- Please allow 7-10 working days for proof.
- Prices subject to change.