

School Customized Marketing Catalog

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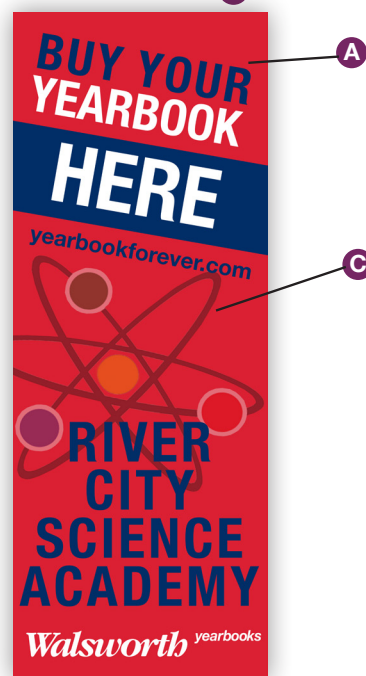


Get personalized marketing materials without the fuss. These items designed by Walsworth just need your school name, colors, mascot and sales information. Select one of the copy options or write your own. Choose the items that will work best for you. Walsworth does the rest.

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

If you want to print these items at 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. (Image must be at least 300 dpi)
- D** Include your sales and pricing information.

Questions? Contact us:

schoolmarketing@walsworth.com

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Order Form
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the
**YEAR
LIVES
HERE!**

Liberty Middle School
LIONS

Your year. Your yearbook. Buy one today!

Cost:

- \$30 through Nov. 2 (**Best Value!**)
- \$35 beginning Nov. 3

Buy now!
YEARBOOKFOREVER.COM

Don't wait — if you want to personalize the book, namestamping starts at \$8 extra and must be purchased before Jan. 25!

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 PCCS to the main office.

Don't miss out — buy a yearbook today!

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. (14" x 22")

item #SM001

Prices vary; see price list on page 18 or online order form.



the
**YEAR
LIVES
HERE!**

Fairfield High School
BENGALS

**Your year.
Your yearbook. Buy one today!**

Cost:

- \$26 through Sept. 29 (**Best Value!**)
- \$30 Sept. 30 - Nov. 30
- \$32 Dec. 1 - Jan. 11
- \$35 starting Jan. 12

Buy now!
YEARBOOKFOREVER.COM

Don't wait — if you want to personalize the book, namestamping starts at \$6 extra and must be purchased before Jan. 25!

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 Fairfield High School to the main office.

Don't miss out — buy a yearbook today!

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Limited quantity available!

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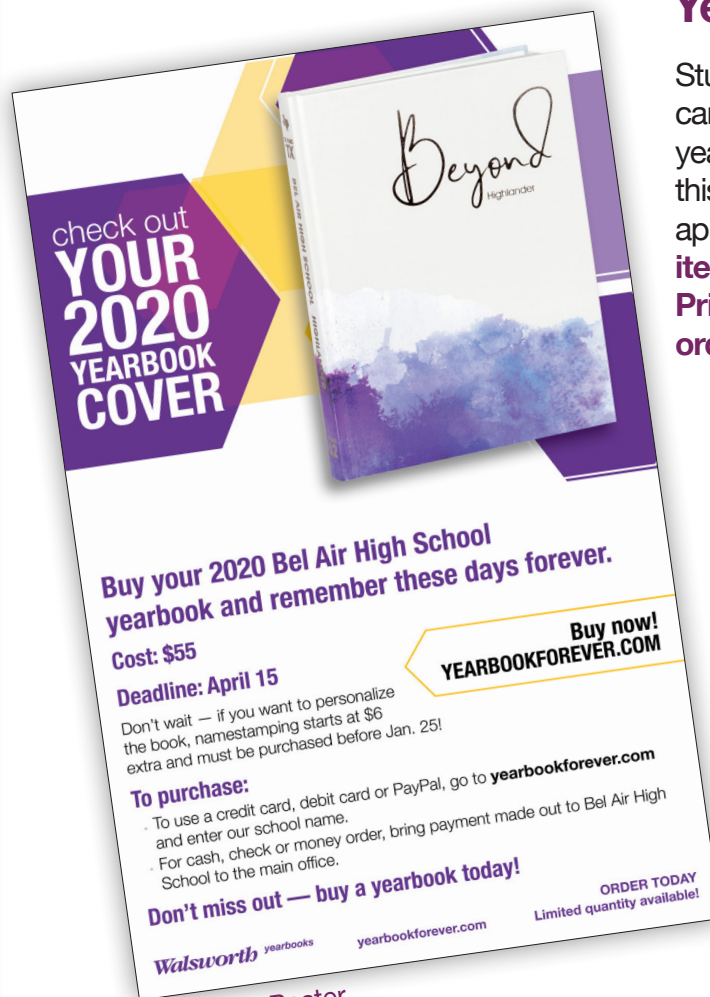
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Full Cover Poster

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 final approved cover to receive this poster. (14" x 22")

item #SM002

Prices vary; see price list on page 18 or online order form.



Sneak Peek Cover Poster

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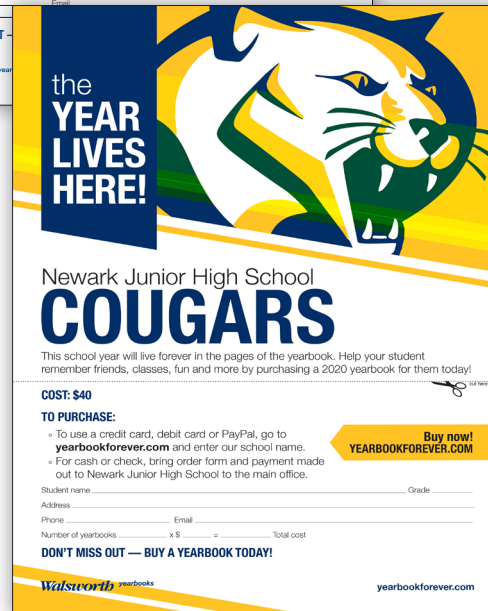
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Flier with order form

Fliers

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

item #SM005

Prices vary; see price list on page 18 or online order form.



Two-sided flier with order form on the back

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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 yearbooks and ads are on sale, how much they are and how to buy them.

(Two-sided, 4" x 6")

item #SM009

item #SM010 (Senior Ad)

item #SM038 (Last Chance version)

Prices vary; see price list on page 18 or online order form.



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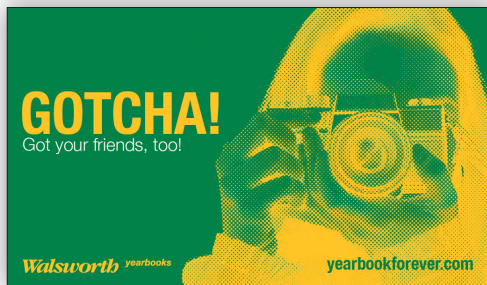
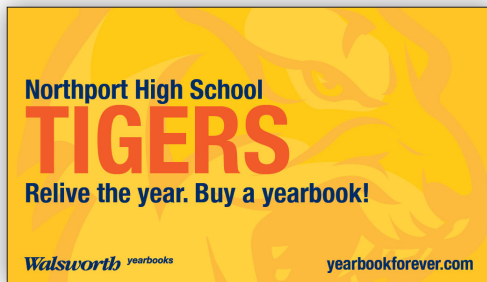
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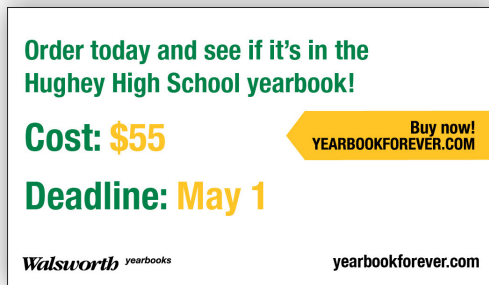
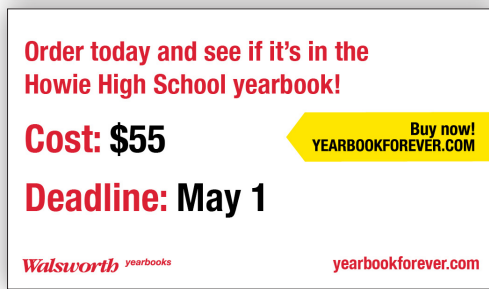
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Front



Back

Order Cards

You need to tell students in a few different ways when 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, 3½" x 2")

item #SM019

Prices vary; see price list on page 18 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. (24" x 63", includes stand and carrying bag)

item #SM008

\$91

Questions? Contact us:

schoolmarketing@walsworth.com

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Poster

the
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LIVES
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Fairfield High School
BENGALS

Your year.
Your yearbook. Buy one today!

Cost:
\$26 through Sept. 29 (Best Value!)
\$30 Sept. 30 - Nov. 30
\$32 Dec. 1 - Jan. 11
\$35 starting Jan. 12

Don't wait — if you want to personalize the book, namestamping starts at \$8 extra and must be purchased before Jan. 25!

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 Fairfield High School to the main office.

Don't miss out — buy a yearbook today!

Walsworth ^{yearbooks} yearbookforever.com ORDER TODAY Limited quantity available!

Flier

the
YEAR
LIVES
HERE!

Fairfield High School
BENGALS

Don't miss out — buy a yearbook today!

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Postcards

the
YEAR
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BENGALS

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LAST
CHANCE
to buy your 2020 yearbook!

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Banner

BUY YOUR
YEARBOOK
HERE

yearbookforever.com

FAIRFIELD
HIGH SCHOOL
Walsworth ^{yearbooks}

GOLD

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
- 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 18 or online order form.

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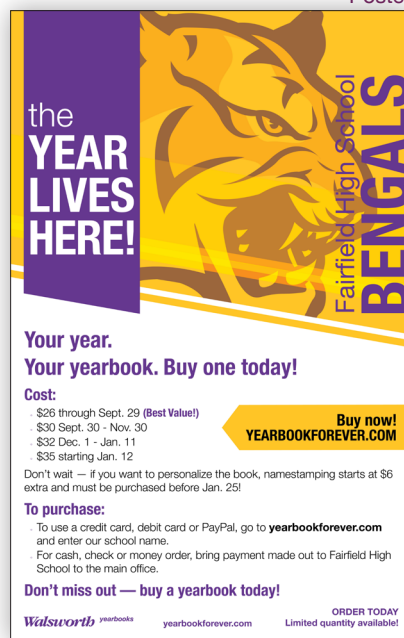
Fliers

Brochures

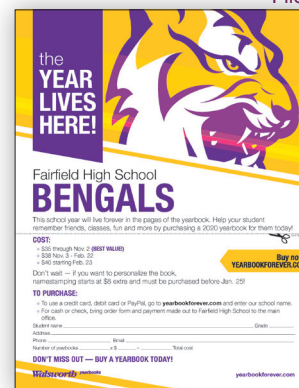
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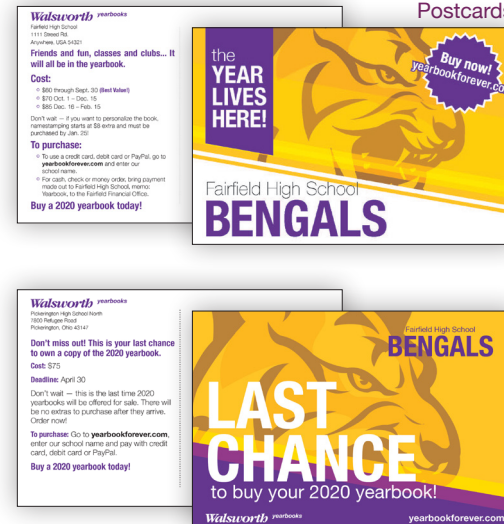
Poster



Flier



Postcards



Customized Marketing Packages – SILVER

It's easy to order a complete marketing package! With the Silver 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:

- **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")** — 20 per package

Prices vary; see price list on page 18 or online order form.

SILVER

Questions? Contact us:

schoolmarketing@walsworth.com

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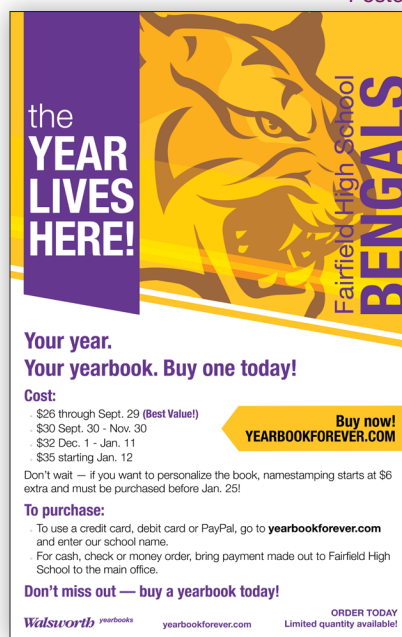
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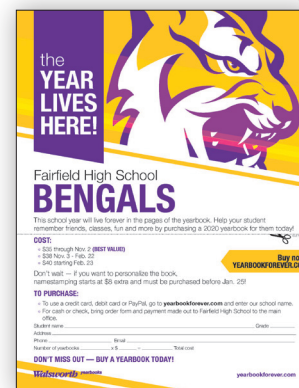
Price List

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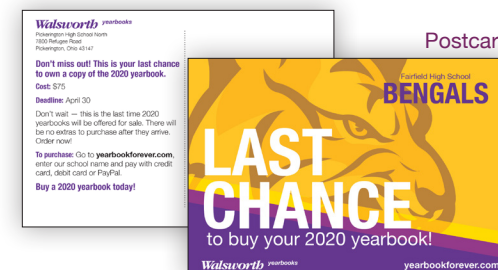
Poster



Flier



Postcard



Customized Marketing Packages – BRONZE

It's easy to order a complete marketing package! With the Bronze package, get these three 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:

- **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")** – 20 per package

Prices vary; see price list on page 18 or online order form.

BRONZE

Questions? Contact us:

schoolmarketing@walsworth.com

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Click Here

Buy a yearbook to help your student remember the year forever.

1 Order your 2020 <School Name> Yearbook by <deadline>

2 Decide on your NameStamp or Tag Personalization
NameStamp Deadline: Jan. 25, 2020 / Tag Deadline: March 15, 2020
Personalization has 1 line of text and up to five icons.
Add personalization to the yearbook with one line of text and up to five icons.
See icons listed below.
Personalization has 1 line of text and up to five icons.
For best results, use A-Z upper case or lower case, numbers and hyphen characters: A-Z, 1-9, -, #, @, .
Icons:

3 Complete Your Order

Quantity	Item	Price	Total
1	Yearbook	\$200.00 each	
Additional Yearbook Personalization and Options (only available with purchase of above yearbook)			
1	Deluxe package includes: 1 NameStamp with 3 icons and Clear Book Protector	\$2.00 each	
1	Basic Package includes: 1 NameStamp with 1 icon and Clear Book Protector	\$0.50 each	
1	NameStamp - 1 line of text	\$2.00 each	
1	NameStamp icons (only available with order of nameStamp)		

4 Enter Your Purchase Information

Student Name: _____
Grade: _____
Parent Name: _____
Parent Phone: _____
Parent Email: _____

Payment Details - school use only

Amount Paid: _____ Date Paid: _____
☐ Cash ☐ Check ☐ Money Order

2 Ways to Order:
Order online at yearbookforever.com to pay with credit card, debit card or PayPal.
Order at school by mailing this form back to school. To pay with cash, check or money order, please make payment out to "school name".

Deadline: 00/00/00

RETURN ENVELOPE
Please include order form and payment

the YEAR LIVES HERE!

Walsworth yearbooks

Buy now! YEARBOOKFOREVER.COM

This school year will live forever in the pages of the yearbook. Help your student remember friends, classes, fun and more by purchasing a 2020 yearbook for them today!

Walsworth yearbooks

YEARBOOK ORDER FORM ENCLOSED

School Name _____
City, State, ZIP _____



Take Home Pocket Envelopes

Our take home pocket envelopes are a great way to market your yearbook and include an order form. The attached envelope makes it convenient for parents to return their order forms and payments to you.

(8½" x 4" folded)

item #SM021

Prices vary; see price list on page 18 or online order form.

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schoolmarketing@walsworth.com

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Order Form
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Flier front

Flier back

Mailing envelope

Return envelope

Mail Home Order Forms

Send yearbook order forms directly home to the parents. Package includes two-sided flier/order form (8½x11), one external/ mailing envelope and one internal/return envelope. Return envelope will have the school's mailing address pre-printed for parents to send payment. Price does not include postage.

item #SM021

Prices vary; see price list on page 18 or online order form.

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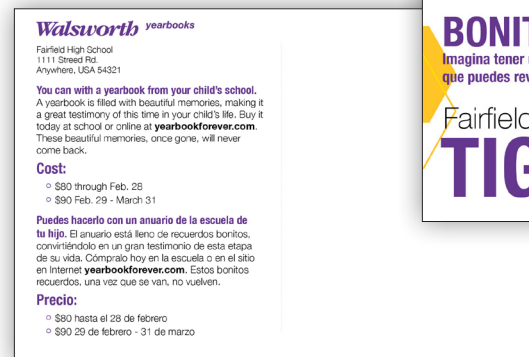
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Flier



Postcard

Bilingual Marketing

Do more than send Spanish-language marketing materials home. Send something that explains the tradition of yearbook and its value today and in the future.

Flier item #LM004-7

Postcard item #LM009

Prices vary; see price list on page 18 or online order form.



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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.

(24" x 63", includes stand and carrying bag)

item #LM008

\$91

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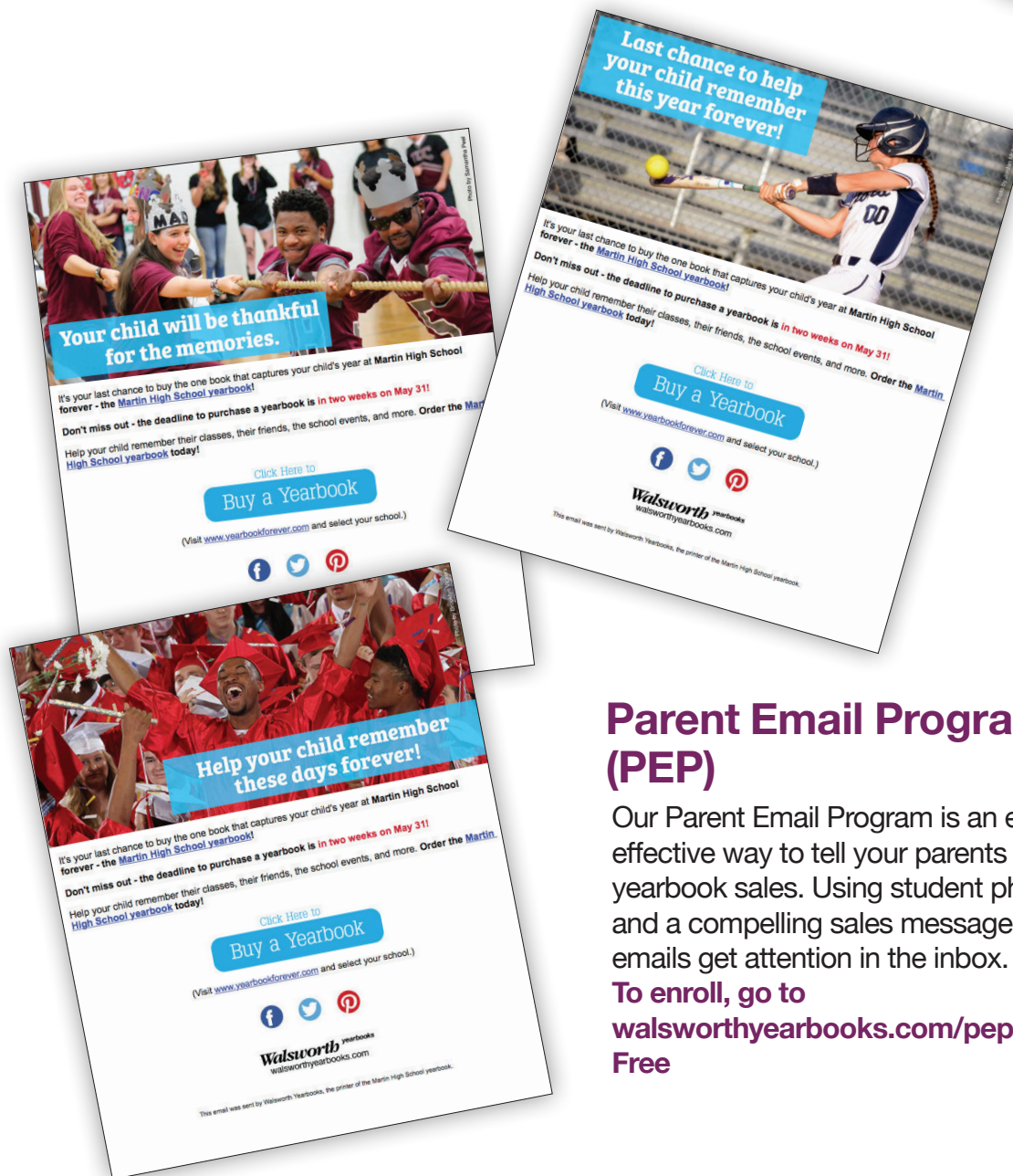
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Parent Email Program (PEP)

Our Parent Email Program is an easy, effective way to tell your parents about your yearbook sales. Using student photography and a compelling sales message, these emails get attention in the inbox.

To enroll, go to
walsworthyearbooks.com/pep.
Free

Questions? Contact us:

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Ad Postcards

Send the message home that parents can conveniently purchase ads online. (4" x 6")
item #SM010

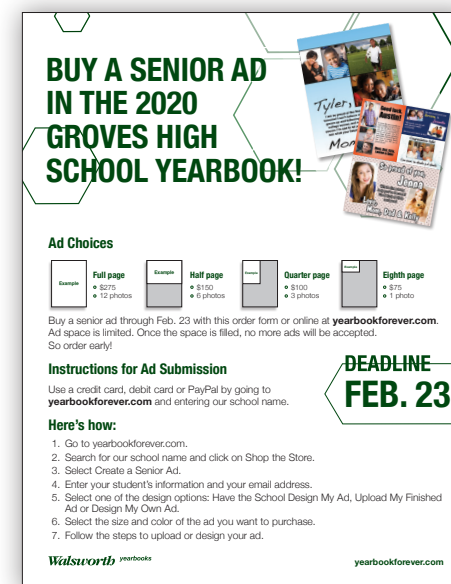
Prices vary; see price list on page 18 or online order form.



Ad Flier

Send the message home that parents can conveniently purchase ads online. (8.5" x 11")

Prices vary; see price list on page 18 or online order form.



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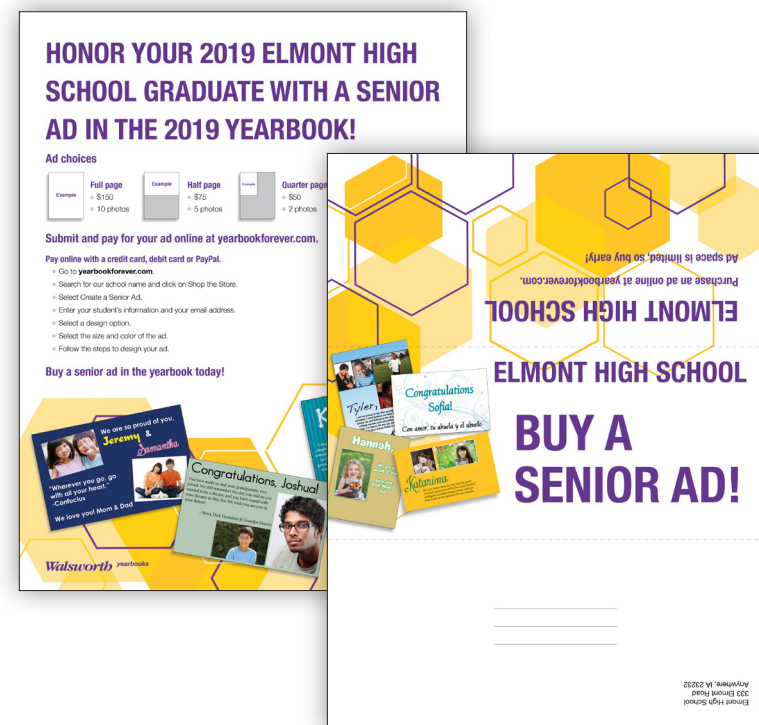
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Ad sales flier
with order form

Ad Tri-fold Brochures

Send the message home that parents can conveniently purchase ads online.
(8.5" x 11")

Prices vary; see price list on page 18 or online order form.



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Posters - 14 x 22

Four-color one-sided

20	50	100
\$28	\$65	\$111

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

Ad Tri-fold Brochure

100	250	500	1000	2500
\$145	\$266	\$448	\$593	\$1,227

Postcards - 4 x 6

Four-color two-sided. Price does not include postage (current U.S. postage rate is \$0.35 each).

100	250	500	1000	2500
\$56	\$76	\$109	\$162	\$357

Order cards/Event cards/Info cards - 3½ x 2

Four-color two-sided

100	250	500	1000	2000
\$35	\$40	\$50	\$60	\$99

Vertical vinyl banners - 24 x 63

Custom vertical banner – \$91 each (stand and carrying bag included)

Customized Marketing Packages - Gold

Charge to school per student

100	250	500	1000	2500
\$3.50	\$2.45	\$2.05	\$1.65	\$1.45

Customized Marketing Packages - Silver

Charge to school per student

100	250	500	1000	2500
\$2.20	\$1.93	\$1.75	\$1.50	\$1.35

Customized Marketing Packages - Bronze

Charge to school per student

100	250	500	1000	2500
\$1.30	\$1.10	\$0.95	\$0.80	\$0.75

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

Questions? Contact us:

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Postcards

Yearbook Order Cards

Vertical Vinyl Banners

Customized Marketing Packages

Gold

Silver

Bronze

Take Home Order Forms

Mail Home Order Forms

Cultural Marketing

Flier

Postcard

Vertical Vinyl Banner

Parent Email Program (PEP)

Ad Sales

Postcards

Fliers

Brochures

Price List

Take Home Order Forms - 8½ x 11

Four-color two-sided order form with pocket envelope. Price does not include postage (U.S. postage rate is \$0.55 as of Jan. 27, 2019).

100	250	500	1000	2500
\$25	\$62.50	\$125	\$250	\$625

Mail Home Order Forms - 8½ x 11

Four-color two-sided flier with size 9 and size 10 envelopes. Price does not include postage (U.S. postage rate is \$0.55 as of Jan. 27, 2019).

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

Questions? Contact us:

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