

# School Customized Marketing Catalog

Order Form  
Click Here

## Instruction Sheet

### Yearbook Sales

Posters  
Yearbook Cover Posters  
Fliers  
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



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](http://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](mailto: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](mailto:schoolmarketing@walsworth.com)

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the  
**YEAR  
LIVES  
HERE!**

Marlette High School  
**RAIDERS**

SCAN ME

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

**Cost:**

- \$40 through March 31 (**Best Value!**)
- \$45 starting April 1

Don't wait — if you want to personalize the book, namestamping starts at \$9 extra and must be purchased before April 30!

**To purchase:**

To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.

**Buy now!**  
**YEARBOOKFOREVER.COM**

**Don't miss out — buy a yearbook today!**

Walsworth yearbooks    [yearbookforever.com](http://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.**



Colony High School  
**Knights**

the  
**YEAR  
LIVES  
HERE!**

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

**Cost:**

- \$65 through Oct. 16 (**Best Value!**)
- \$75 Oct. 17 – Dec. 18
- \$85 starting Dec. 19

Don't wait — if you want to personalize the book, namestamping starts at \$8.05 extra and must be purchased before Jan. 30!

**To purchase:**

- To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.
- For cash, check or money order, bring payment made out to Colony High School to Mrs. Brunner in room 12.

**Don't miss out — buy a yearbook today!**

Walsworth yearbooks    [yearbookforever.com](http://yearbookforever.com)    **ORDER TODAY**  
Limited quantity available!

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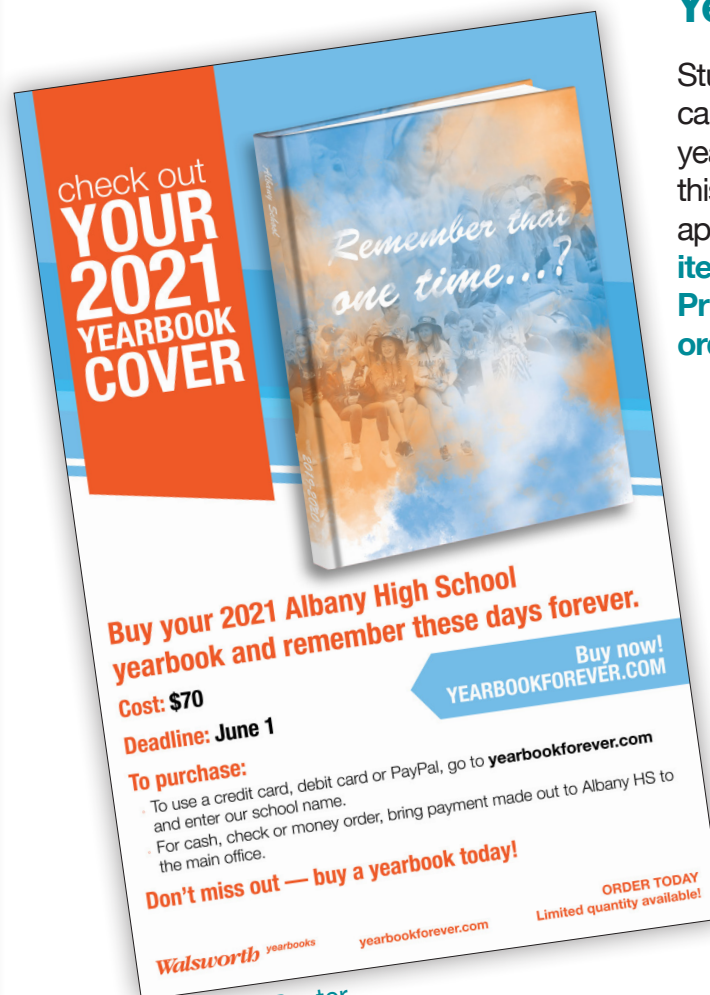
#### Fliers

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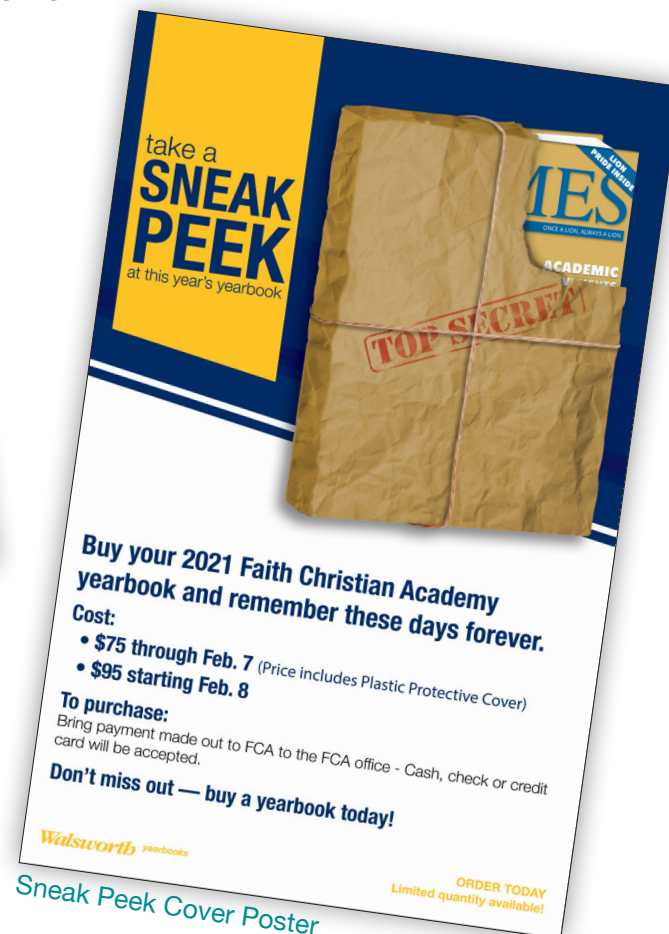
Full Cover Poster

## 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



## Walsworth yearbooks

4



# School Customized Marketing Catalog

Walsworth yearbooks

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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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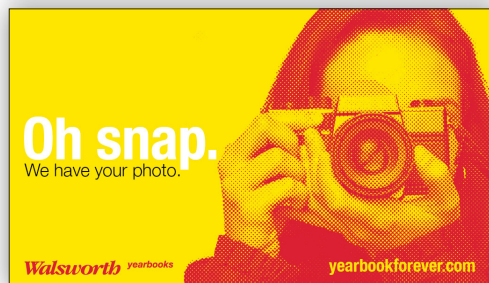
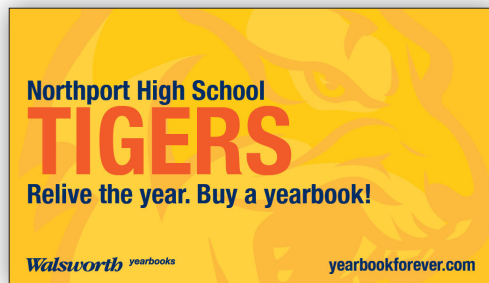
Fliers

Brochures

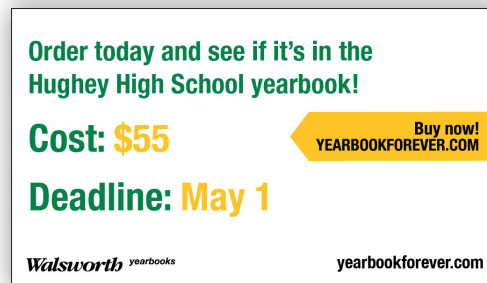
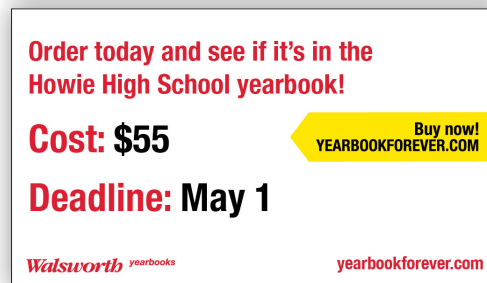
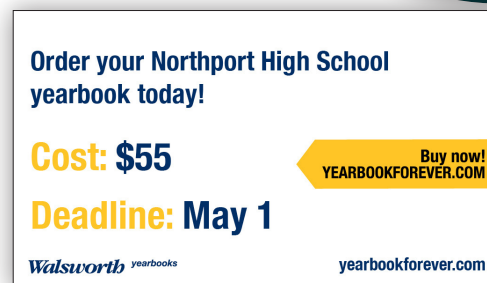
### Price List

**Questions? Contact us:**

[schoolmarketing@walsworth.com](mailto:schoolmarketing@walsworth.com)



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

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Flier



Postcards



Banner



Order Card



**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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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

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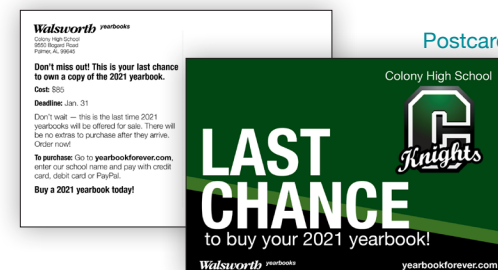
Poster



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](mailto:schoolmarketing@walsworth.com)



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**THE YEAR LIVES HERE!**  
Buy a yearbook to help your student remember the year forever.

**1 Order your 2021 Capital High School Yearbook by 1/21/21.**  
Deadline: 1/21/21

**2 Decide on your NameStamp or iTag Personalization**  
NameStamp Deadline: Jan. 21, 2021  
Add personally to the yearbook with one line of text and up to five icons.  
See costs listed below.  
Personalization text enter exactly as you want it to appear: \*A-Z, 1-9 & \*  
For text, you can use A-Z upper case or lowercase, numbers and these characters: \*A-Z, 1-9 & \*

**Icons:**

Icon Number	Icon Number	Icon Number	Icon Number
1. Star	11. Graduation cap	21. Sports ball	31. Musical instrument
2. Heart	12. Award trophy	22. Soccer ball	32. Guitar
3. Apple	13. Book	23. Basketball	33. Drum
4. Leaf	14. Flag	24. Football	34. Saxophone
5. Flower	15. Map	25. Tennis ball	35. Trumpet
6. Sun	16. Clock	26. Baseball	36. Violin
7. Moon	17. Calendar	27. Softball	37. Piano
8. Cloud	18. Compass	28. Volleyball	38. Flute
9. Rain	19. Protractor	29. Handball	39. Clarinet
10. Snow	20. Ruler	30. Judo	40. Oboe

**3 Complete Your Order**

Quantity	Item	Price	Total
	Yearbook	\$20.00 each	
	Additional Yearbook Personalization and Options		
	1 Yearbook with 1 NameStamp or iTag	\$1.00 each	
	2 Yearbooks with 1 NameStamp or iTag	\$2.00 each	
	3 Yearbooks with 1 NameStamp or iTag	\$3.00 each	
	4 Yearbooks with 1 NameStamp or iTag	\$4.00 each	
	5 Yearbooks with 1 NameStamp or iTag	\$5.00 each	
	6 Yearbooks with 1 NameStamp or iTag	\$6.00 each	
	7 Yearbooks with 1 NameStamp or iTag	\$7.00 each	
	8 Yearbooks with 1 NameStamp or iTag	\$8.00 each	
	9 Yearbooks with 1 NameStamp or iTag	\$9.00 each	
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	96 Yearbooks with 1 NameStamp or iTag	\$96.00 each	
	97 Yearbooks with 1 NameStamp or iTag	\$97.00 each	
	98 Yearbooks with 1 NameStamp or iTag	\$98.00 each	
	99 Yearbooks with 1 NameStamp or iTag	\$99.00 each	
	100 Yearbooks with 1 NameStamp or iTag	\$100.00 each	

**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

**BUY A 2021 YEARBOOK TODAY!**

**RETURN ENVELOPE**  
Please include order form and payment



Folded

## 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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Flier front

Quantity	Item	Price	Total
	Yearbook	(see form for pricing)	
<b>Additional Yearbook Personalization and Options (only available with purchase of school yearbook)</b>			
	Deluxe envelope	\$24.00 each	
	Basic Package	\$14.00 each	
	Namestamps — 1 line of text	\$9.00 each	
	Namestamps — 1 line of text (only available with order of namestamps)	\$9.00 each	
	Flag Namestamps — 1 line of text	\$9.00 each	
	Flag Namestamps — 1 line of text (only available with order of flag namestamps)	\$9.00 each	
	Clear Book Protector	\$4.00 each	
	Autograph Supplement	\$4.00 each	
	Year in Review	\$4.00 each	
	Current Events Supplement	\$4.00 each	
	<b>Total</b>		

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 (8 1/2 x 11), 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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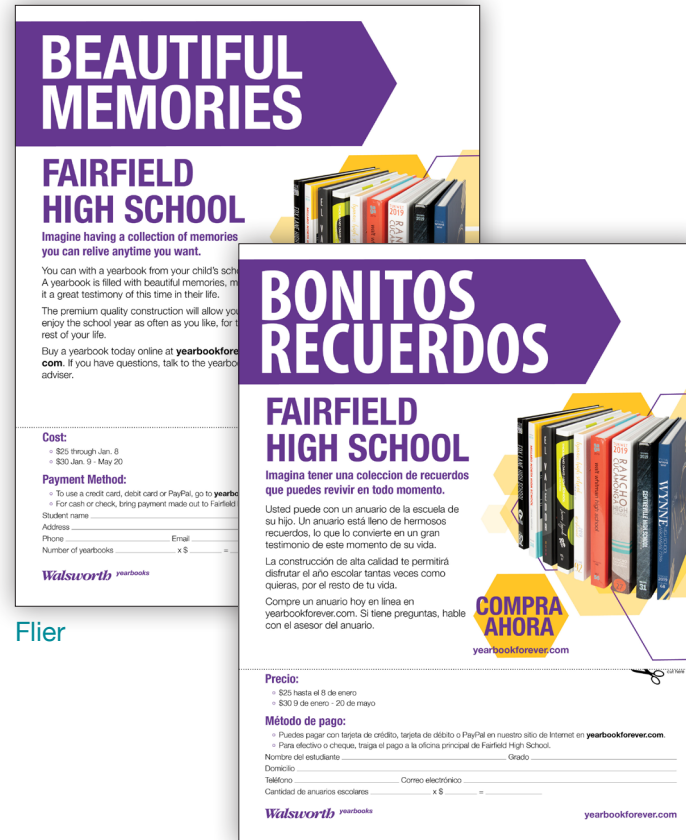
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Flier

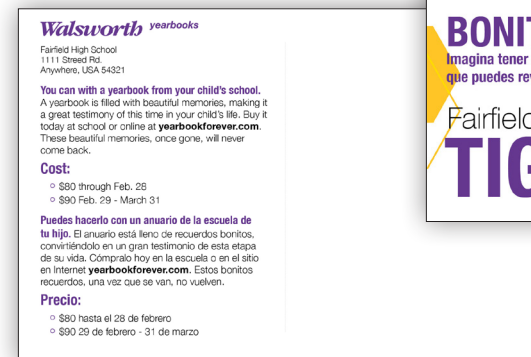
## Bilingual Marketing

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.



Postcard

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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

Questions? Contact us:

[schoolmarketing@walsworth.com](mailto:schoolmarketing@walsworth.com)

# School Customized Marketing Catalog

Walsworth<sup>yearbooks</sup>

Order Form  
Click Here

## Instruction Sheet

### Yearbook Sales

Posters

Yearbook Cover Posters

Fliers

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)

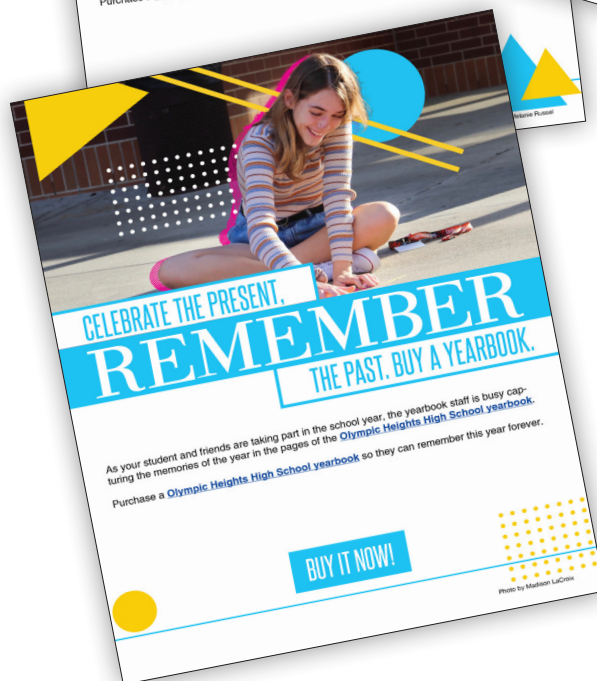
Ad Sales

Postcards

Fliers

Brochures

Price List



## 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](http://walsworthyearbooks.com/pep). Free

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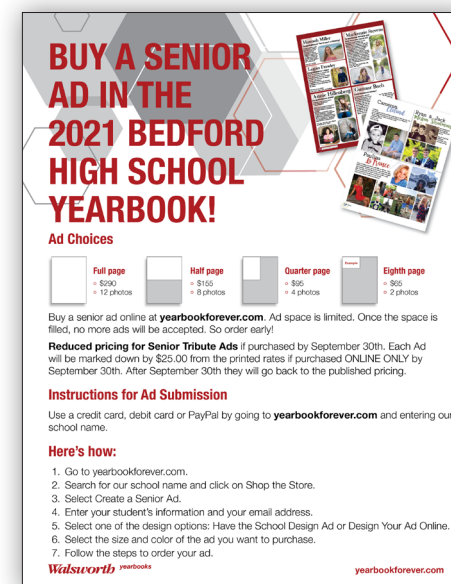
## Ad Postcards

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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Ad sales flier  
with order form

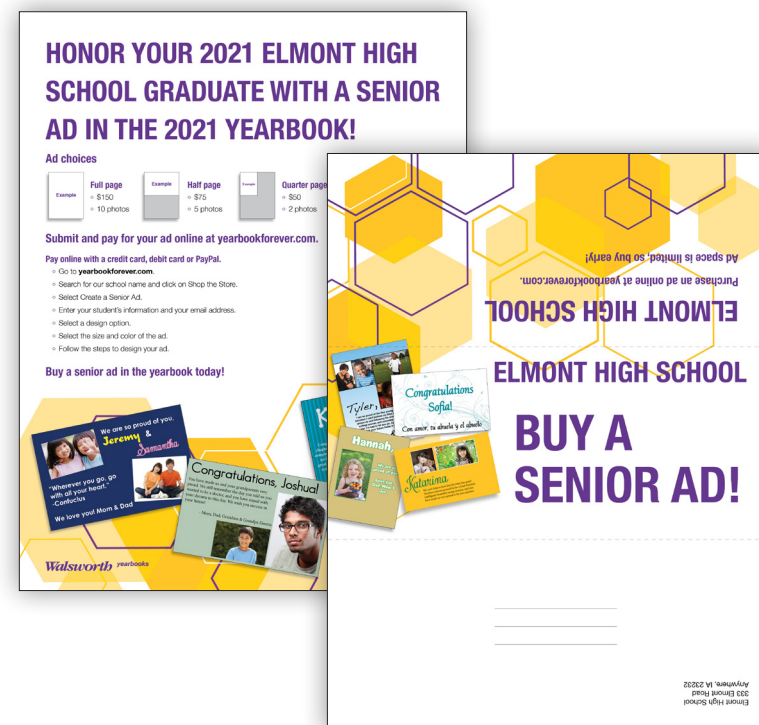
## Ad Tri-fold Brochures

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.



Folded



Two-sided flier (trifold)  
Flier with order form on back

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#### Posters

#### Yearbook Cover Posters

#### Fliers

#### Postcards

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#### Vertical Vinyl Banners

#### Customized Marketing Packages

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##### 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

#### 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.

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### 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

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