

# SCHOOL CUSTOMIZED MARKETING CATALOG

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Vertical Vinyl Banners

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Gold

Silver

Bronze

Take Home Pocket Envelope

Cultural Marketing

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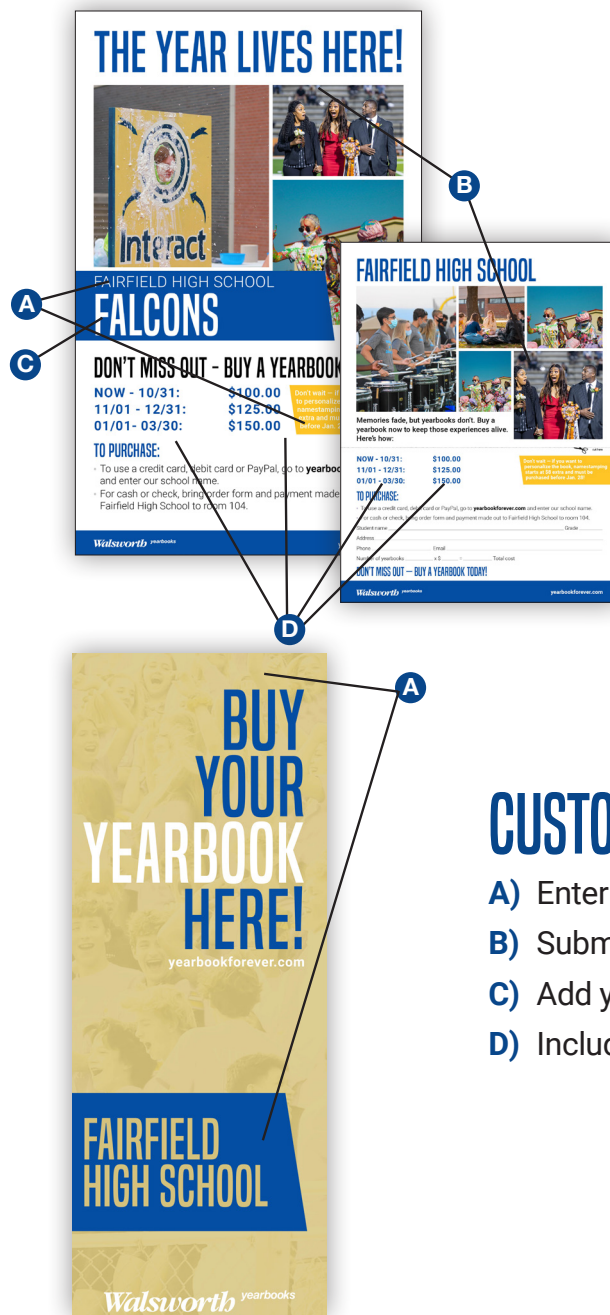
Fliers

Brochures

Price List

QUESTIONS? CONTACT US:

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



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.
- D) Include your sales and pricing information.

**Walsworth** yearbooks

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## THE YEAR LIVES HERE!



### DON'T MISS OUT - BUY A YEARBOOK TODAY!

NOW - 10/31:	\$100.00
11/01 - 12/31:	\$125.00
01/01 - 03/30:	\$150.00

Don't wait — if you want to personalize the book, namestamping starts at \$8 extra and must be purchased before Jan. 28!

#### 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 or check, bring order form and payment made out to Fairfield High School to room 104.

Walsworth yearbooks

[yearbookforever.com](http://yearbookforever.com)

## 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. (12.5" x 20.5")

### ITEM #SM001

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



Walsworth yearbooks

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## 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. (12.5" x 20.5")

ITEM #SM002

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



Full Cover Poster



Sneak Peek Cover Poster

**Walsworth** yearbooks



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schoolmarketing@walsworth.com

## FAIRFIELD HIGH SCHOOL



Memories fade, but yearbooks don't. Buy a yearbook now to keep those experiences alive. Here's how:

NOW - 10/31:	\$100.00
11/01 - 12/31:	\$125.00
01/01 - 03/30:	\$150.00

Don't wait -- if you want to personalize the book, namestamping starts at \$8 extra and must be purchased before Jan. 28!

#### 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 or check, bring order form and payment made out to Fairfield High School to room 104.

Student name \_\_\_\_\_ Grade \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Number of yearbooks \_\_\_\_\_

DON'T MISS OUT --

Walsworth yearbooks

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#### 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 or check, bring order form and payment made out to Fairfield High School to room 104.

Student name \_\_\_\_\_ Grade \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Number of yearbooks \_\_\_\_\_ x \$ \_\_\_\_\_ = Total cost

DON'T MISS OUT -- BUY A YEARBOOK TODAY!

Walsworth yearbooks

[yearbookforever.com](http://yearbookforever.com)

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 ½" x 11")

## ITEM #SM005

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

## THE YEAR LIVES HERE!

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

### 1. ORDER YOUR 2023 FAIRFIELD HIGH SCHOOL YEARBOOK!

- For online orders, go to [yearbookforever.com](http://yearbookforever.com) to pay with credit card, debit card or PayPal.

- Order at school with cash, check or money order by taking this form to "room number".

YEARBOOK ORDER DUE: YEAR END

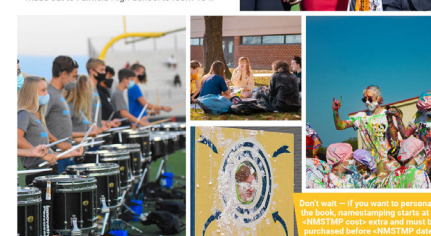
## FAIRFIELD HIGH SCHOOL

Memories fade, but yearbooks don't. Buy a yearbook now to keep those experiences alive. Here's how:

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#### 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 or check, bring order form and payment made out to Fairfield High School to room 104.



Don't wait -- if you want to personalize the book, namestamping starts at \$8 extra and must be purchased before Jan. 28!

## ORDER YOUR YEARBOOK TODAY!

Walsworth yearbooks

[yearbookforever.com](http://yearbookforever.com)

Two-sided flier with order form on the back

Walsworth yearbooks



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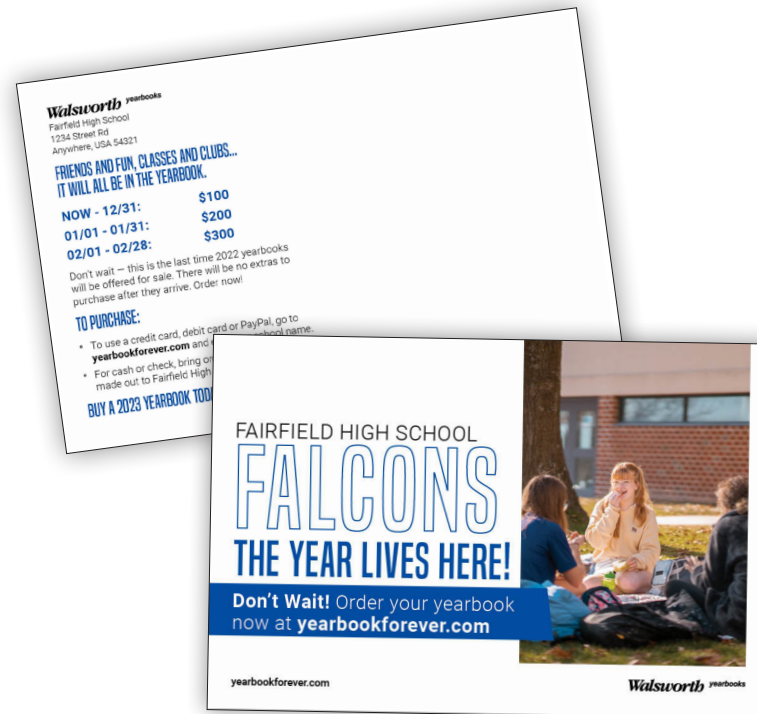
### Fliers

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## Price List

## QUESTIONS? CONTACT US:

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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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## 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.

**Walsworth** yearbooks

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Vinyl Banner

## 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**

**Walsworth** yearbooks



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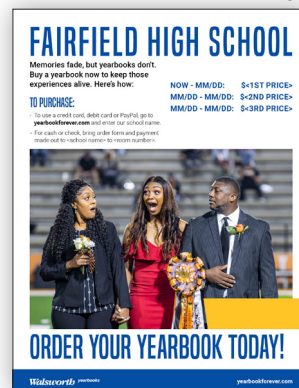
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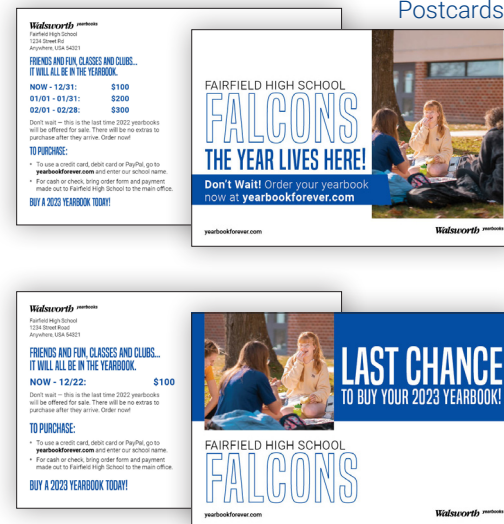
Poster



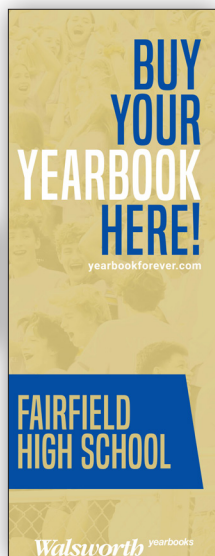
Flier



Postcards



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:

- A) Poster item #SM001 (12.5" x 20.5") – 20 per package
- B) Flier item #SM005 – quantity selected by school
- C) Postcard item #SM009 (4" x 6") – quantity selected by school
- D) Postcard item #SM038 (Last Chance - 4" x 6") – quantity selected by school
- E) Order Card item #SM019 – quantity selected by school
- F) Vertical Vinyl Banner item #SM001 – 1 per package

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

**Walsworth** yearbooks

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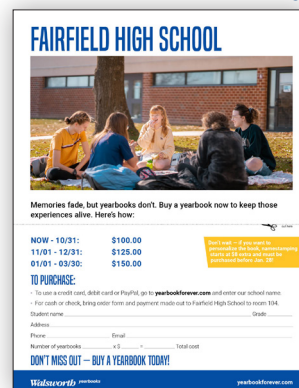
## QUESTIONS? CONTACT US:

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

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:

- A) Poster item #SM001 (12.5" x 20.5") – 20 per package
- B) Flier item #SM005 – quantity selected by school
- C) Postcard item #SM009 (4" x 6") – quantity selected by school
- D) Postcard item #SM038 (Last Chance version - 4" x 6") – quantity selected by school

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

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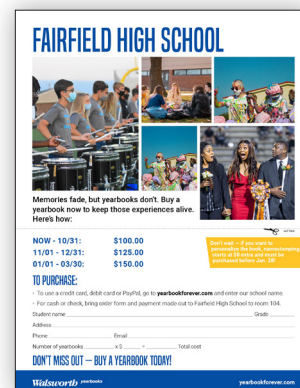
## QUESTIONS? CONTACT US:

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

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:

**A) Poster item #SM001 (12.5" x 20.5") – 20 per package**

**B) Flier item #SM005 – quantity selected by school**

**C) Postcard item #SM038 (Last Chance version - 4" x 6") – quantity selected by school**

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

**Walsworth** yearbooks



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

**1. ORDER YOUR 2023 <SCHOOL NAME> YEARBOOK!**  
For online orders, go to [yearbookforever.com](http://yearbookforever.com) to pre-pay with credit card, debit card or PayPal.  
• Order at school with cash, check or money order by taking this form to return number.

**2. MAKE IT PERSONAL WITH A NAMESTAMP OR ITAG**  
Add personality to the yearbook with a namestamp or engraved itag plate.  
Enter one line of text exactly as you want it to appear and use the icons. Personalization text and each icon are an additional charge.  
(See icons listed below. For text, you can select 2 space bars or fewer cases, numbers and lower characters: A-Z, a-z, 0-9, #, &.)

**3. COMPLETE YOUR ORDER**

Item	Cost	Total
Yearbook		
Additional Yearbook Personalization and Options		
Namestamp		
Itag		
Yearbook Style		
Yearbook Package		
Yearbook Options		
Yearbook Add-ons		
Yearbook Extras		
Yearbook Accessories		
Yearbook Supplies		
Yearbook Materials		
Yearbook Packaging		
Yearbook Shipping		
Yearbook Insurance		
Yearbook Handling		
Yearbook Postage		
Yearbook Tax		
Yearbook Total		

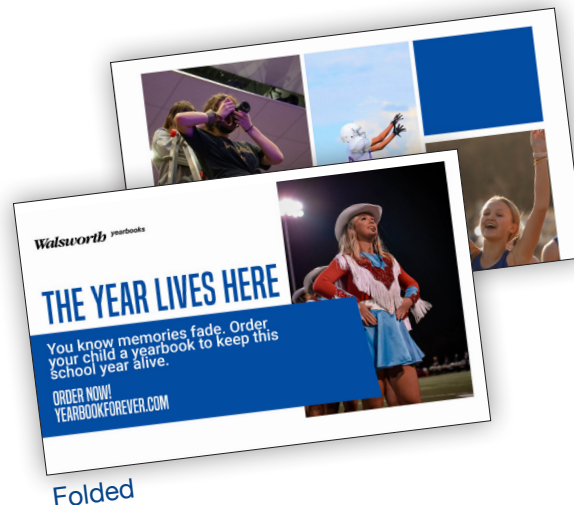
**4. ENTER YOUR INFORMATION**

Student Name: \_\_\_\_\_  
Grade: \_\_\_\_\_  
Parent Name: \_\_\_\_\_  
Parent Phone: \_\_\_\_\_  
Parent Email: \_\_\_\_\_

ORDER ONLINE AT [YEARBOOKFOREVER.COM](http://YEARBOOKFOREVER.COM)

Payment Details - school use only  
Amount Paid: \_\_\_\_\_  
Card #: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_

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



## 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 14" folded)

### ITEM #SM021

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

**Walsworth** yearbooks

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



## 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**

**Walsworth** yearbooks



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



## 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

**Walsworth** yearbooks

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## AD POSTCARDS

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

### ITEM #SM010

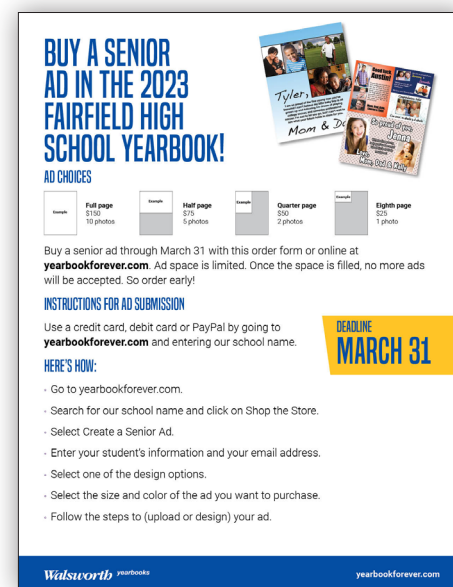
**Prices vary; see price list on page 18 or online order form.**



## 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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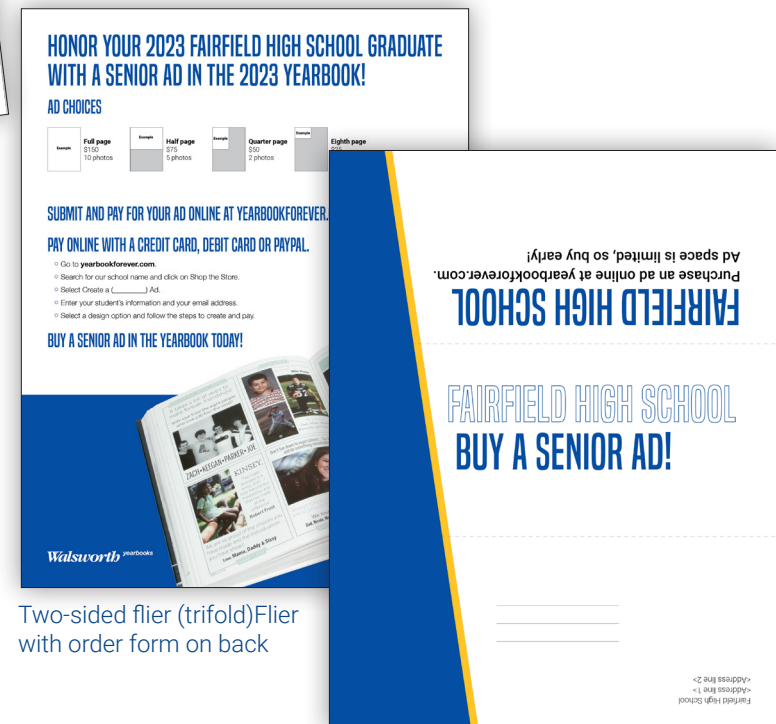
**QUESTIONS? CONTACT US:**

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## 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.**



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



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## POSTERS - 12.5 X 20.5

Four-color one-sided

20	50	100
\$40	\$71	\$122

## FLIERS - 8½ X 11

Four-color one-sided

100	250	500	1000	2500
\$12	\$30	\$60	\$120	\$300

Four-color two-sided

100	250	500	1000	2500
\$24	\$60	\$120	\$240	\$600

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 \$0.44 each as of July 10, 2022).

100	250	500	1000	2500
\$65	\$87	\$127	\$184	\$403

## ORDER CARDS/EVENT CARDS/INFO CARDS - 3½ X 2

Four-color two-sided

100	250	500	1000	2000
\$35	\$48	\$60	\$72	\$119

## VERTICAL VINYL BANNERS - 24 X 63

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

- 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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### Brochures

## Price List

## QUESTIONS? CONTACT US:

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

## CUSTOMIZED MARKETING PACKAGES - GOLD

Charge to school per student

100	250	500	1000	2500
\$3.90	\$2.45	\$2.05	\$1.65	\$1.45

## CUSTOMIZED MARKETING PACKAGES - SILVER

Charge to school per student

100	250	500	1000	2500
\$2.70	\$1.95	\$1.75	\$1.50	\$1.35

## CUSTOMIZED MARKETING PACKAGES - BRONZE

Charge to school per student

100	250	500	1000	2500
\$1.60	\$1.10	\$0.95	\$0.80	\$0.75

## TAKE HOME POCKET ENVELOPES - 8½ X 14

Four-color two-sided order form with pocket envelope. Price does not include postage .

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