

# SCHOOL CUSTOMIZED MARKETING CATALOG

## Instruction Sheet

### Yearbook Sales

Posters

Yearbook Cover Posters

Fliers

Postcards

Yearbook Order Cards

Vertical Vinyl Banners

### Customized Marketing Packages

Gold

Silver

Bronze

Take Home Pocket Envelope

Cultural Marketing

Flier

Postcard

Vertical Vinyl Banner

Parent Email Program (PEP)

### Ad Sales

Postcards

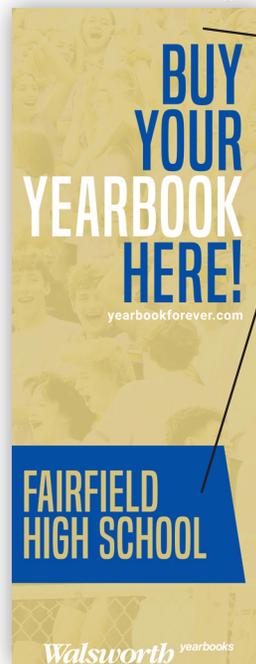
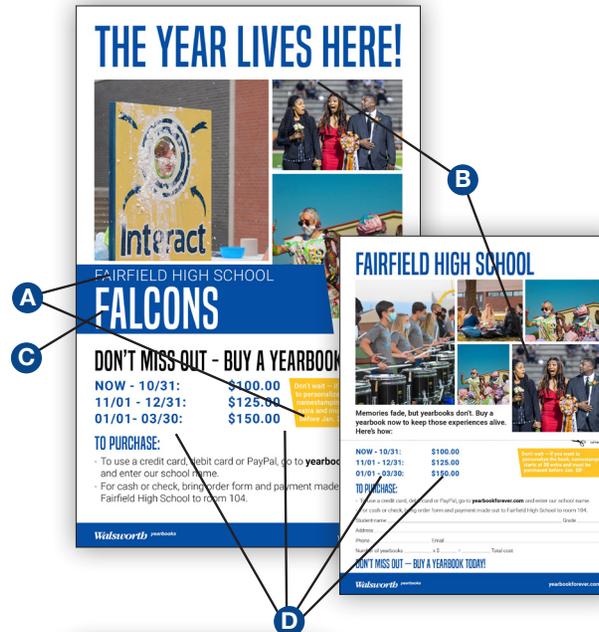
Fliers

Brochures

Price List

QUESTIONS? CONTACT US:

[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.

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).

# SCHOOL CUSTOMIZED MARKETING CATALOG

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Yearbook Sales

## Posters

- Yearbook Cover Posters
- Fliers
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- Customized Marketing Packages

- Gold
- Silver
- Bronze

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## THE YEAR LIVES HERE!



FAIRFIELD HIGH SCHOOL

# FALCONS

**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

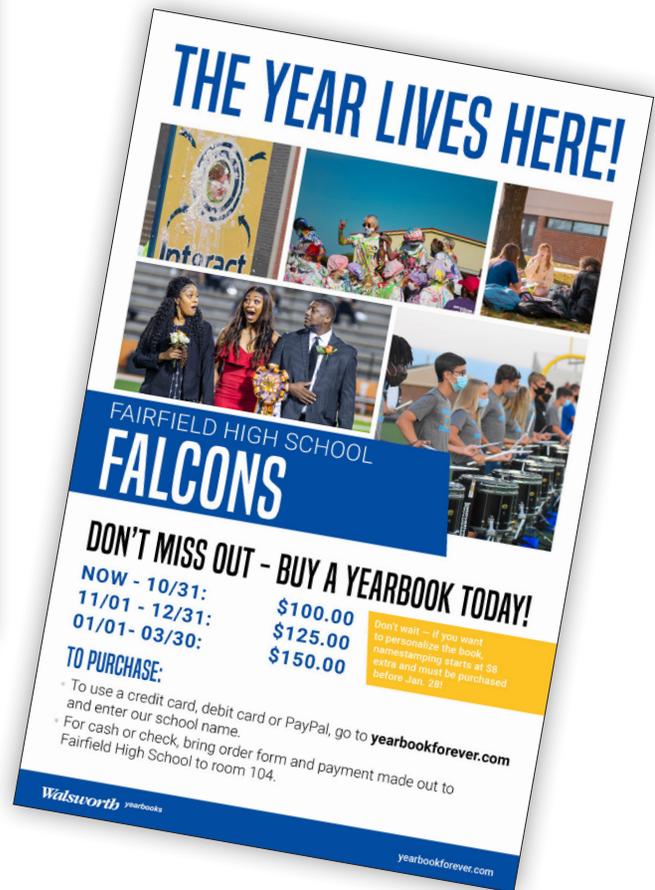
[yearbookforever.com](http://yearbookforever.com)

## 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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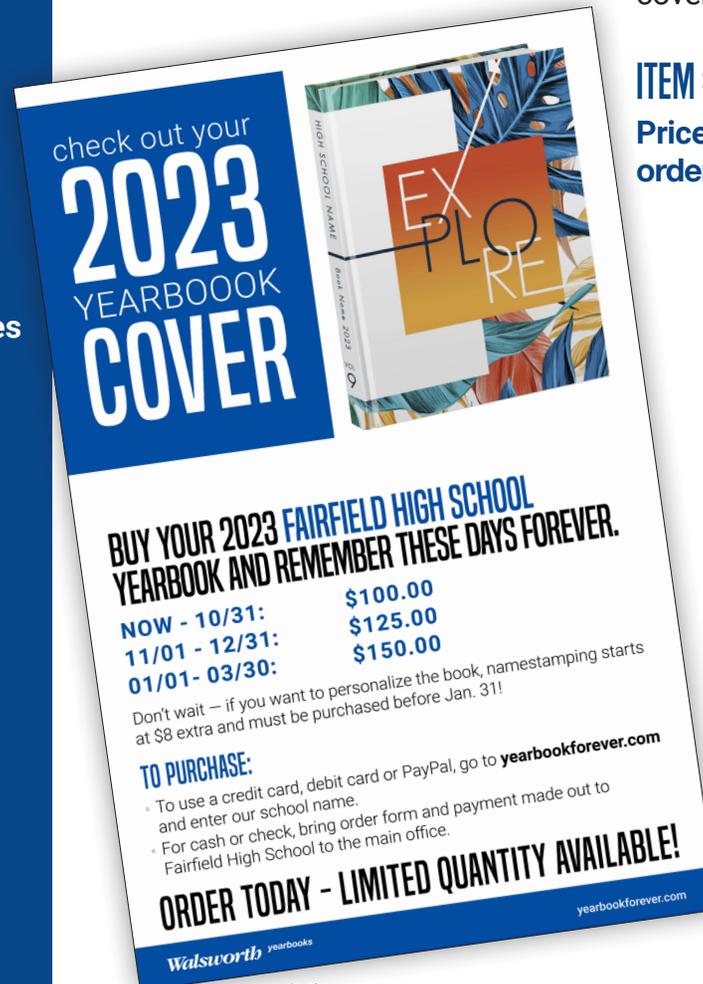
QUESTIONS? CONTACT US:  
[schoolmarketing@walsworth.com](mailto:schoolmarketing@walsworth.com)

## 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 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.



check out your  
**2023**  
YEARBOOK  
COVER

EXPLORE

BUY YOUR 2023 **FAIRFIELD HIGH SCHOOL**  
YEARBOOK AND REMEMBER THESE DAYS FOREVER.

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. 31!

**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 the main office.

**ORDER TODAY - LIMITED QUANTITY AVAILABLE!**

Walsworth yearbooks  
yearbookforever.com

Full Cover Poster



take a  
**SNEAK PEEK**  
at this year's yearbook!

BUY YOUR 2023 **FAIRFIELD HIGH SCHOOL**  
YEARBOOK AND REMEMBER THESE DAYS FOREVER.

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. 31!

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**ORDER TODAY - LIMITED QUANTITY AVAILABLE!**

Walsworth yearbooks  
yearbookforever.com

Sneak Peek Cover Poster

Walsworth yearbooks



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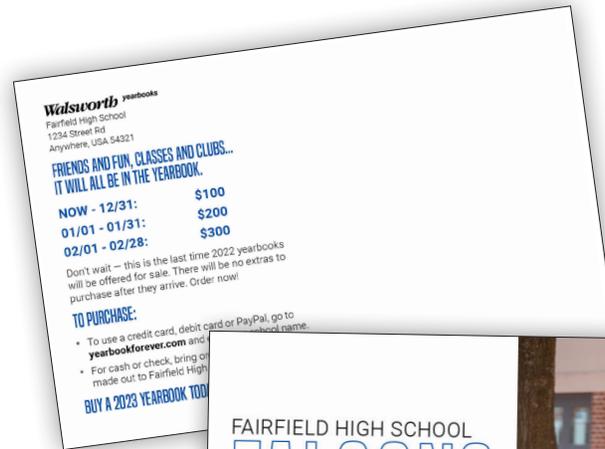
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## POSTCARDS

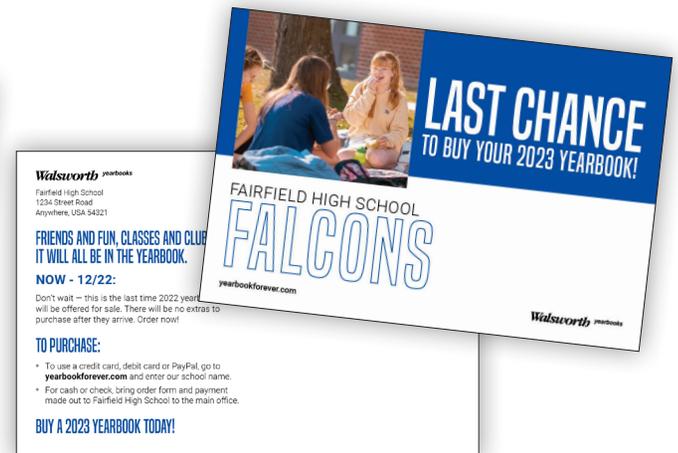
These postcards with your school name, colors and photos will be noticed even in a large stack of mail. Use them to tell parents yearbooks and ads are on sale, how much they are and how to buy them. (Two-sided, 4" x 6")

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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### Price List

## QUESTIONS? CONTACT US:

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



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**

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Poster



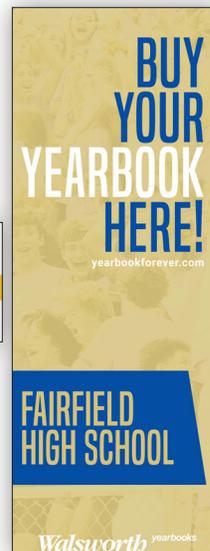
Flier



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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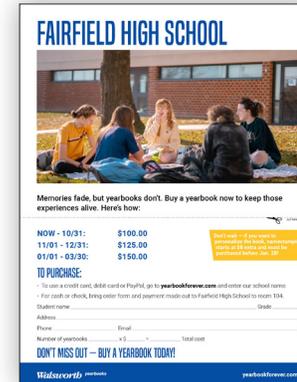
Price List

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.



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QUESTIONS? CONTACT US:  
[schoolmarketing@walsworth.com](mailto:schoolmarketing@walsworth.com)

<Nombre de escuela>

## BONITOS RECUERDOS

Imagina tener una colección de recuerdos que puedes revivir en todo momento.

Usted puede con un anuario de la escuela de su hijo. Un anuario está lleno de hermosos recuerdos, lo que lo convierte en un gran testimonio de este momento de su vida.

La construcción de alta calidad le permitirá disfrutar el año tantas veces como quiera, por el resto de su vida.

Compre un anuario hoy en línea en [yearbookforever.com](http://yearbookforever.com). Si tiene preguntas, hable con el asesor del anuario.

**PRECIO:**

- Ahora - MM/DD \$00
- MM/DD - MM/DD \$00
- MM/DD - MM/DD \$00

**MÉTODO DE PAGO:**

- Para usar una tarjeta de crédito, tarjeta de débito o cheque, traiga el pago a nombre de

Nombre del estudiante \_\_\_\_\_  
 Domicilio \_\_\_\_\_  
 Teléfono \_\_\_\_\_ Correo electrónico \_\_\_\_\_  
 Cantidad de anuarios escolares \_\_\_\_\_ x \$

Walsworth yearbooks

<Nombre de escuela>

## BONITOS RECUERDOS

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Usted puede con un anuario de la escuela de su hijo. Un anuario está lleno de hermosos recuerdos, lo que lo convierte en un gran testimonio de este momento de su vida.

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Compre un anuario hoy en línea en [yearbookforever.com](http://yearbookforever.com). Si tiene preguntas, hable con el asesor del anuario.

**PRECIO:**

- Ahora - 10/31 \$100
- 11/01 - 12/31 \$125
- 01/01 - 03/31 \$150

**MÉTODO DE PAGO:**

- Para usar una tarjeta de crédito, tarjeta de débito o PayPal, vaya a [yearbookforever.com](http://yearbookforever.com).
- Para efectivo o cheque, traiga el pago a nombre de Fairfield High School a salón 104.

Walsworth yearbooks **COMPRA AHORA!** YEARBOOKFOREVER.COM

Flier

Walsworth yearbooks

<School name>  
 <Address Line 1>  
 <City, State Zip>

Puedes hacerlo con un anuario de la escuela de tu hijo. El anuario está lleno de recuerdos bonitos, convirtiéndolo en un gran testimonio de esta etapa de su vida. Compra hoy en la escuela o en el sitio en Internet [yearbookforever.com](http://yearbookforever.com). Estos bonitos recuerdos, una vez que se van, no vuelven.

**PRECIO:**

- \$00 MM/DD - MM/DD
- \$00 MM/DD - MM/DD

You can with a yearbook from your child's school. A yearbook is filled with beautiful memories, making it a great testimony of this time in your child's life. Buy it today at school or online at [yearbookforever.com](http://yearbookforever.com). These beautiful memories, once gone, will never come back.

**COST:**

- \$00 MM/DD - MM/DD
- \$00 MM/DD - MM/DD

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.

FAIRFIELD HIGH SCHOOL

# FALCONS

## BEAUTIFUL MEMORIES

Imagine having a collection of memories you can relive anytime you want.

**COMPRA AHORA! (BUY NOW)**  
 YEARBOOKFOREVER.COM

## BONITOS RECUERDOS

Imagina tener una colección de recuerdos que puedes revivir en todo momento.

Walsworth yearbooks

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**QUESTIONS? CONTACT US:**

[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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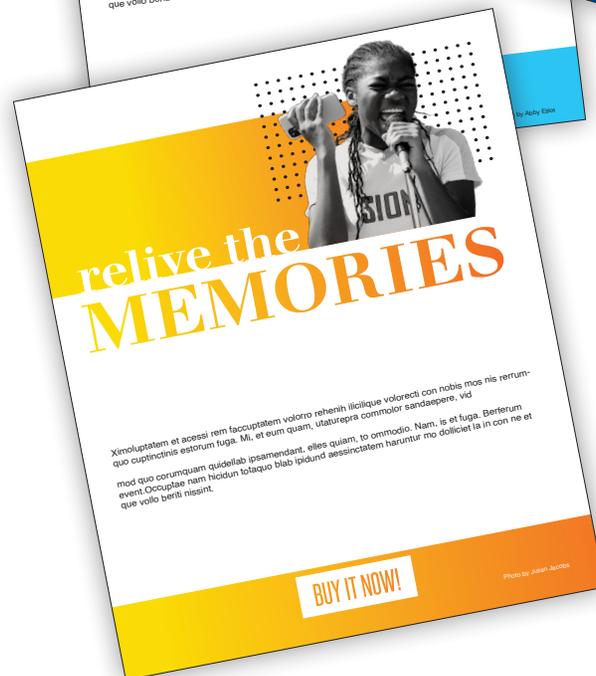
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## PARENT EMAIL PROGRAM (PEP)

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](http://WALSWORTHYEARBOOKS.COM/PEP).

Free

**Walsworth** yearbooks

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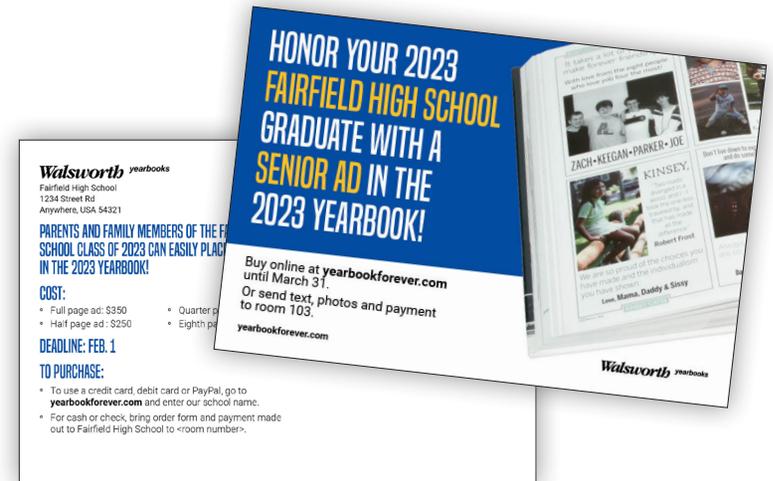
QUESTIONS? CONTACT US:  
[schoolmarketing@walsworth.com](mailto:schoolmarketing@walsworth.com)

## AD POSTCARDS

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

ITEM #SM010

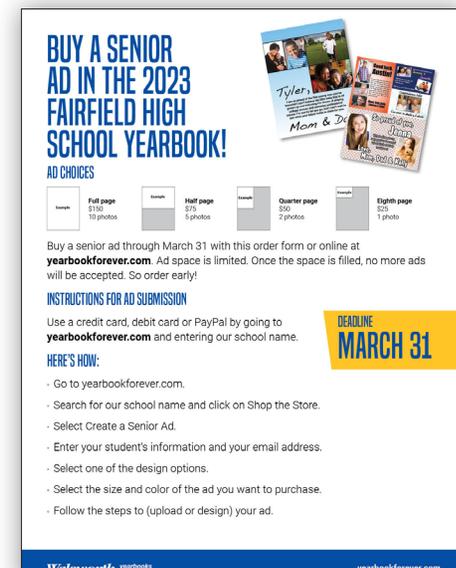
Prices vary; see price list on page 18 or online order form.



## 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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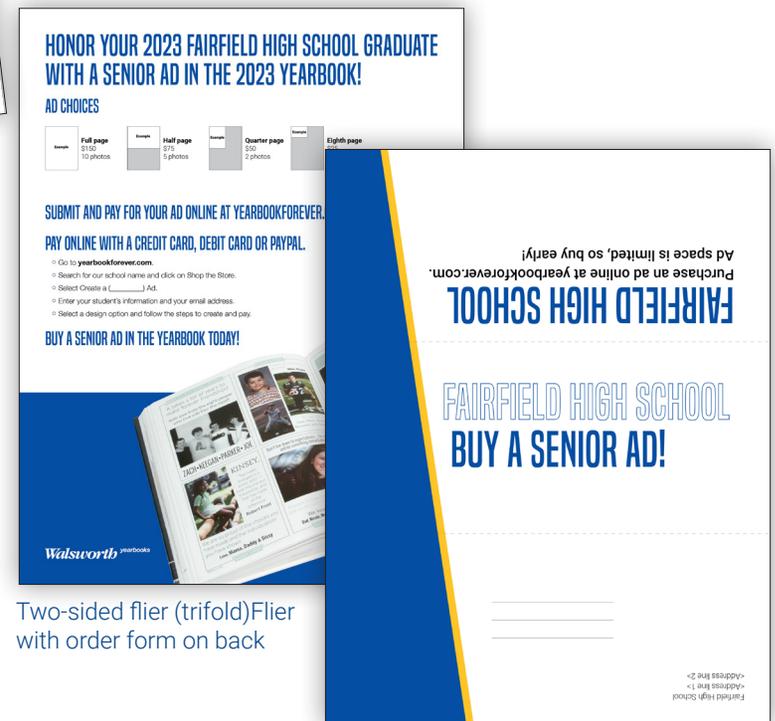
## AD TRI-FOLD BROCHURES

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 - 12.5 X 20.5

Four-color one-sided

<b>20</b>	<b>50</b>	<b>100</b>
\$40	\$71	\$122

## FLIERS - 8½ X 11

Four-color one-sided

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$12	\$30	\$60	\$120	\$300

Four-color two-sided

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$24	\$60	\$120	\$240	\$600

Ad Tri-fold Brochure

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$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).

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$65	\$87	\$127	\$184	\$403

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

Four-color two-sided

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2000</b>
\$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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[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