

GRADUATION IS ALMOST HERE!

Celebrate your USAFA graduate with a beautiful, full-color senior dedication in the 2023 Polaris yearbook! All graduates will receive a copy in the fall.



3900 Market Street, Suite 230
Riverside, CA 92501

class of 2023

Graduate Recognition Ads

"Straight from your heart and into the yearbook!"

Dear Parents/Guardians:

Are you looking for a creative way to express your love and pride to your graduate now that their Academy years are coming to an end? If the answer is yes, think about placing a "Senior Ad" in the USAFA Polaris yearbook. Yearbook ads are a great way to give your graduate the special recognition they deserve, **for everyone to see, in the 2023 yearbook.**

purchase a 1/4 page ad or larger and receive a free parent copy of the book
(parent copy will be mailed to your billing address)

3 Simple Steps:

STEP 1:

Select the size you wish to purchase.

Visit www.TheYearbookCompany.com or look at the next page for pricing and options.

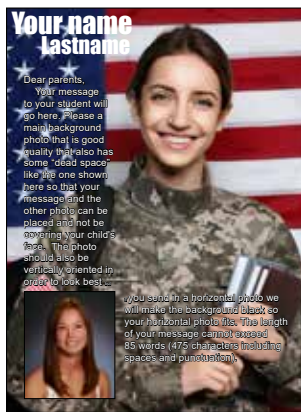
STEP 2:

Go to www.TheYearbookCompany.com, log in and upload your digital photos, message and payment via our website. Please use the number 8004439266 as the access code.

Or if you are not technologically inclined, you can **mail** us your favorite hard copy or digital photo(s) on a disk or flash drive along with your message typed on a separate sheet of paper. (Good-quality copies are fine but please do NOT send photos printed on a home printer- they do not reproduce well.) Mail to THE YEARBOOK COMPANY. Your materials must be submitted all by mail or all online, not a combination of both.

STEP 3:

Enjoy your graduate's surprise when they see their dedication in the yearbook!



Ads due on or before:

May 23rd (early bird) **or June 13th** (final deadline)

www.TheYearbookCompany.com

for more information and for answers to frequently asked questions, please visit
www.theyearbookcompany.com or call your rep Monica at 951-237-9889
(Parent groups interested in placing club dedication pages, please call for specifics.)

Ads for Grads 2023 order form

Air Force Academy, Colorado Springs, CO



| STEP 1 Place an "X" in the boxes to indicate the size and format of ad from the choices below that you are purchasing. | | early-bird May 23, 2023 | final deadline* June 13, 2023 | | |
|--|---|----------------------------|----------------------------------|------|-------|
| <input type="checkbox"/> 1/16 page ad | <input type="checkbox"/> Format "TX" No photo, just a message of 200 characters or less, spaces included. (approx 35 words) | \$55 | \$65 | | |
| <input type="checkbox"/> 1/8 page ad | <input type="checkbox"/> Format "A5" <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="text-align: center;">Student Name</td></tr><tr><td style="text-align: center;">A5 45 words</td></tr></table> 1 photo and an approx 45 word message | Student Name | A5 45 words | \$95 | \$115 |
| Student Name | | | | | |
| A5 45 words | | | | | |
| <input type="checkbox"/> 1/4 page ad | <input type="checkbox"/> Format "J5" <input type="checkbox"/> Format "D5" <input type="checkbox"/> Format "J1" <input type="checkbox"/> Format "J2" <input type="checkbox"/> CUSTOM * * for custom, you must provide camera-ready art. The ad must fit within an 4 inch wide by 5.25 inch tall box. 1200x1575 pixels if digital. | \$155 | \$175 | | |
| <input type="checkbox"/> 1/2 page ad | <input type="checkbox"/> Format "M5" <input type="checkbox"/> Format "N5" <input type="checkbox"/> Format "Q5" <input type="checkbox"/> Format "G5" <input type="checkbox"/> Format "W5" <input type="checkbox"/> CUSTOM * * for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 5.5 inch tall box. 2550x1650 pixels if digital. | \$260 | \$280 | | |
| <input type="checkbox"/> Full page ad | <input type="checkbox"/> Format "H5" <input type="checkbox"/> Format "T5" <input type="checkbox"/> Format "O5" <input type="checkbox"/> Format "ZZ1" <input type="checkbox"/> Format "ZZ2" <input type="checkbox"/> CUSTOM * * for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 11 inch tall box. 2550x3300 pixels if digital. | \$515 | \$545 | | |
| <input type="checkbox"/> Double page spread | <input type="checkbox"/> Format "ZZ3" (This would be 2 facing pages in the yearbook.) You would provide for us one main photo which will appear on the left hand page with your graduate's name and some overlapping photos and then 9 photos and a message for the right page. <input type="checkbox"/> CUSTOM * (This would be 2 facing pages in the yearbook.) *for custom, you must provide camera-ready art. The ad would be two 8.5 inch wide by 11 inch tall pages that would be placed side by side. (if digital, it would need to be 2 files that are each 2250x3300) | \$1015 | \$1060 | | |

All deadlines are postmark dates... you only need to either mail in or upload your order (photos and message) by that day. If you are good with technology, you can submit and purchase your dedication online by uploading digital/scanned .jpg images and your message at www.TheYearbookCompany.com (service fee applies).

Please use the number 8004439266 as the access code to log in for your school.

But before you go online, please look over the following pages to see exactly how each style is laid out so you can make thoughtful choices of photographs and also know how much wording will fit along with the amount of photos you will choose.

STEP 2 Fill out student name and parent contact info. Decide on your photos and type your message.

Name of person purchasing ad (name on check or credit card): _____

Address: _____

City: _____ State _____ Zip _____

Daytime contact phone: (____) _____

STUDENT'S first and last name as you would like it to appear on ad:
(we will not add the name to custom ads but we do need the name for recordkeeping and indexing purposes)

of photos enclosed _____ preferred ad background (circle one):
gray red blue navy yellow photo

I would like my photos returned so I am enclosing a self-addressed, stamped, appropriately-sized envelope. (Otherwise your photos won't be returned.) **Please note, however, that we cannot guarantee the safety of your photos once we have put them in the mail, so please make duplicates of all irreplaceable photos. PHOTOS WILL BE RETURNED AFTER ALL YEARBOOK DISTRIBUTIONS HAVE CONCLUDED.**

Yearbook ad sales are a fund-raiser for the USAFA yearbook program and are non-refundable. They thank you for your support!

STEP 3 Fill out payment info. Put this form, your photos & your message in an envelope and mail to us.

PLEASE MAKE CHECKS PAYABLE TO: **the yearbook company**

I've enclosed a check in the amount of: \$ _____
returned checks will be subject to a \$25.00 fee Check # _____

I am paying by credit card: Visa Mastercard

| | | | |
|---------|---------|---------|---------|
| □ □ □ □ | □ □ □ □ | □ □ □ □ | □ □ □ □ |
|---------|---------|---------|---------|

\$ _____ exp date: ____/____ cvv code: □ □ □
? the cvv code is the 3 digit security code on the back of the credit card

DO NOT SEND ANY MATERIALS TO THE SCHOOL. YOU MUST MAIL EVERYTHING TO:
USAFA Senior Ads
The Yearbook Company
3900 Market Street, Suite 230
Riverside, CA 92501

* any orders received after the final postmark deadline will be accepted on a first-come, first-served basis as long as there is still space available (we can make no guarantees regarding space). But you must add a \$15 late fee to the regular price.

for more information and for answers to frequently asked questions, please visit

www.theyearbookcompany.com or call your rep Monica at 951-237-9889

(Parent groups interested in placing club dedication pages, please call for specifics.)

1/4 pg styles

Student Name Here

Parents,

The message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper, and not exceed **85 words, (470 characters)** including the "signature" at the end. Word

counts are an approximation of your allowable characters. Your photo will be reduced or enlarged to fit in this space. This box can be adjusted to accommodate a horizontal photo.

Photo 1

VERTICAL OR HORIZONTAL

Original photos work best, however we will accept good quality copies on photo paper only.

FORMAT
J5

Student Name Here

Dear Parents,

Your message to your student will be typeset to fit in this space. The total length should not exceed **75 words, (400 characters)** including the "signature" at the end. Word counts are an approximation of your allowable characters. Though we can crop and/or resize horizontal photos to fit in the frames, vertical photos or photos that can be cropped vertically do look best.

If you have a horizontal photo use box 2.

Photo 1

Original photos work best, however we will accept good quality copies on photo paper only.

Be careful of wet ink.

FORMAT **D5**

Photo 2

VERTICAL OR HORIZONTAL

Write this number on back of photo.

**Firstname
Lastname**

Dear parents,

Your message to your student will go here. Please a main background photo that is good quality that also has some "dead space" like the one shown here so that your message and the other photo can be placed and not be covering your child's face. The photo should also be vertically oriented in order to look best but if

— photo 1

(Whatever you submit for your #1 photo is the main photo which will serve as the background for the entire ad.)

you send in a horizontal photo we will make the background black so your horizontal photo fits. The length of your message cannot exceed 85 words (475 characters including spaces and punctuation).

photo 2—

FORMAT **J1**

**Firstname
Lastname**

Message goes here. Background photo must be good quality and needs to have "dead space" so the other photos do not cover anything significant. Vertical photos look best but if you send in a horizontal photo it will just be smaller and the background will be black. Your message cannot exceed 45 words (250 characters including spaces and punctuation).

— photo 1

(Whatever you submit for your #1 photo is the main photo which will serve as the background for the entire ad. Please make sure that your photo has "dead space" so that we have room to place the 2 message on top. Very close up or zoomed in photos of faces, like selfies, do NOT work well for this background.)

FORMAT **J2**

1/2 pg styles

Student Name Here

Parents,

Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. The total length of the message should not exceed **175** words, (**950** characters) including the "signature" at the end. Word counts are an approximation of your allowable characters. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality

Photo 1

Write this number on back of photo. Be careful of wet ink.

FORMAT

M5

VERTICAL or
HORIZONTAL PHOTO

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 2

VERTICAL OR
HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

copies on photo paper. Horizontal photos can be used in either photo box.

Student Name Here

Photo 1

Write this number on back of photo. Be careful of wet ink.

VERTICAL PHOTO
ONLY

Original photos work best, however we will accept good quality copies on photo paper only.

Parents,

Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. The total length of the message should not exceed **140** words, (**770** characters) including the "signature" at the end. Word counts are an approximation of your allowable characters. You may get more or less words depending on which words you use. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photos can be used in photo boxes 2 & 3.

Photo one must be a vertical photo only.

Be careful of wet ink when numbering photos.

FORMAT N5

Photo 2

VERTICAL OR
HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

Photo 3

VERTICAL OR
HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

1/2 pg styles

Student Name Here

Photo 1

Write this number on back of photo. Be careful of wet ink.

VERTICAL PHOTO ONLY

Original photos work best, however we will accept good quality copies on photo paper only.

Parents,

Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. The total length of the message should not exceed **120 words, (660 characters)** including the "signature" at the end. Word counts are an approximation of your allowable characters. You may get more or less words depending on which words you use. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photos can be used in photo boxes 2, 3 & 4.

FORMAT F5

Photo 2

VERTICAL OR HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

Photo 3

VERTICAL OR HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

Photo 4

VERTICAL OR HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

Student Name Here

Photo 1

Write this number on back of photo. Be careful of wet ink.

VERTICAL PHOTO ONLY

Original photos work best, however we will accept good quality copies on photo paper only.

Parents,

Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. The total length of the message should not exceed **120 words, (660 characters)** including the "signature" at the end. Word counts are an approximation of your allowable characters. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photos can be used in photo boxes two through five.

Photo one must be a vertical photo only.

FORMAT G5

Photo 2

VERTICAL OR HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

Photo 3

VERTICAL OR HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

Photo 4

VERTICAL OR HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

Photo 5

VERTICAL OR HORIZONTAL

Write this number on back of photo. Be careful of wet ink.

1/2 pg styles

| | | |
|---|---|---|
| <p>Photo 1</p> <p>Write this number on back of photo. Be careful of wet ink.</p> <p>VERTICAL PHOTO ONLY</p> | <h2>Student Name Here</h2> <p>Parents,</p> <p>Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. The total length of the message should not exceed 80 words, (440 characters) including the "signature" at the end. Word counts are an approximation of your allowable characters. Your photos will be reduced or enlarged to fit these spaces. A horizontal photo would look best in box 3.</p> | <p>Photo 5</p> <p>Write this number on back of photo. Be careful of wet ink.</p> <p>VERTICAL PHOTO ONLY</p> |
| <p>Photo 2</p> <p>Write this number on back of photo. Be careful of wet ink.</p> <p>VERTICAL PHOTO ONLY</p> | <h2>FORMAT</h2> <h3>Q5</h3> <p>Photo 3</p> <p>Write this number on back of photo. Be careful of wet ink.</p> <p>HORIZONTAL PHOTO ONLY</p> | <p>Photo 4</p> <p>Write this number on back of photo. Be careful of wet ink.</p> <p>VERTICAL PHOTO ONLY</p> |

Firstname Lastname

Dear parents and friends,

Your message to your student will be typeset to fit in this space. Please note that the photo that you provide for main background photo for this layout must be of very good quality and will need to have "dead space" like the one shown here so that the supporting photos can be placed in their respective photo boxes and not be covering any important subject matter (or faces) in the background photo you have selected. The photo must also be horizontally oriented in order to work for this page or we will have to add a darker color on the side of your photo to create a similar effect. The total length of your message cannot exceed 150 words, including the "signature" at the end. The maximum allowable characters for this space is 825, and this includes spaces and punctuation. Your photos will be reduced or enlarged to fit these spaces. If you are scanning your photos to mail in on CD or upload online, please set your scanner to scan at 600 DPI for the main photo but only 300 DPI for the smaller photos in order to obtain the best results.

Thank you,
the yearbook company

— photo 1
(Whatever you submit for your #1 photo is the main photo which will serve as the background for the entire ad. If it cannot fill the space, a background will be added to create a similar effect.)

photo 2

photo 3

photo 4

half page
format W5

full page style

Student Name Here

Photo 1

Write this number on back of photo. Be careful of wet ink.

FORMAT H5

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 2

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 3

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 4

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Dear Parents,

Your message to your student will be typeset to fit in this space. The total length should not exceed **100 words, (550 characters)** including the "signature" at the end. Word counts are an approximation of your allowable characters. Though we can crop and/or resize horizontal photos to fit in the frames, vertical photos or photos that can be cropped vertically do look best in boxes 1-5.

Horizontal photos must be used for boxes 6 and 7 only.

Photo 5

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 6

HORIZONTAL PHOTO ONLY

Boxes 6 and 7 are designed for horizontal photos, like family photos or group shots. Do not use this space for a vertical photo.

Photo 7

HORIZONTAL PHOTO ONLY

Boxes 6 and 7 are designed for horizontal photos, like family photos or group shots. Do not use this space for a vertical photo.

full page style

Student Name Here

Photo 2

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 3

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 4

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 5

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 1

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 6

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 7

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 8

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 9

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Parents,

Your message to your student will be typeset to fit in this space. Your message must be typed on a separate piece of white paper. The total length of the message should not exceed **140 words, (770 characters)** including the “signature” at the end. Word counts are an approximation of your allowable characters. You may get more or less words depending on which words you use. Your photos will be reduced or enlarged to fit these spaces. Original photos work best, however we will accept good quality copies on photo paper.

Photo one must be a vertical photo.

Be careful of wet ink when numbering photos.

FORMAT T5

full page style

Student Name Here

Photo 1

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 2

VERTICAL

Write this number on back of photo. Be careful of wet ink.

Photo 3

VERTICAL

Write this number on back of photo. Be careful of wet ink.

Photo 4

VERTICAL

Write this number on back of photo. Be careful of wet ink.

Dear Parents,

Your message to your student will be typeset to fit in this space. For the type to be set in a legible size, the total length of the message should not exceed **150 words (825 characters)**, including the "signature" at the end. You may get more or less words depending on which words you use. Of course words vary in their size and additional paragraph spacing lessens the amount of available space, so this is just an estimate.

Please note the orientation of the photo boxes in the sample layout. Though we can crop and/or resize photos to fit in the frames, vertical photos do look best in the vertical frames and horizontal photos look best in the horizontal spaces. Our designers may need to adjust the placement of photos in order to ensure the best possible looking final product.

Photos 5 & 6 are horizontal.

FORMAT 05

Photo 5

HORIZONTAL PHOTO ONLY

Photo 6

HORIZONTAL PHOTO ONLY

Photo 7

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 8

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

Photo 9

Write this number on back of photo. Be careful of wet ink.

VERTICAL

Original photos work best, however we will accept good quality copies on photo paper only.

FIRSTNAME

Lastname



— photo 2



— photo 3



— photo 4

— **photo 1**
(Whatever you submit
for your #1 photo is
the main photo which
will serve as the
background for the
entire ad.)

full page format zz1

Dear parents and friends,

Your message to your student will be typeset to fit in this space. Please note that the photo that you provide for main background photo for this layout must be of very good quality and will need to have "dead space" like the one shown here so that the supporting photos can be placed in their respective photo boxes and not be covering any important subject matter (or faces) in the background photo you have selected. The photo must also be vertically oriented in order to work for this page or we will have to add a darker color on the top or bottom of your photo to create a similar effect. For the type to be set in the size shown here, the total length of your message cannot exceed 200 words, including the "signature" at the end. The maximum allowable characters for this space is 1200, and this includes spaces and punctuation. Your photos will be reduced or enlarged to fit these spaces. If you are scanning your photos to mail in on CD or upload online, please set your scanner to scan at 600 DPI for the main photo but only 300 DPI for the smaller photos in order to obtain the best results.

Thank you,
the yearbook company

FIRSTNAME *Lastname*

Dear parents and friends,

Your message to your student will be typeset to fit in this space. Please note that the photo that you provide for main background photo for this layout must be of very good quality and will need to have "dead space" like the one shown here so that the supporting photos can be placed in their respective photo clusters and not be covering any important subject matter (or faces) in the background photo you have selected. The photo must also be vertically oriented in order to work for this page or we will have to add a darker color on the top or bottom of your photo to create a similar effect. For the type to be set in the size shown here, the total length of your message cannot exceed 200 words, including the "signature" at the end. The maximum allowable characters for this space is 1200, and this includes spaces and punctuation. Your photos will be reduced or enlarged to fit these spaces. If you are scanning your photos to mail in on CD or upload online, please set your scanner to scan at 600 DPI for the main photo but only 300 DPI for the smaller photos in order to obtain the best results.

Thank you,
the yearbook company



photo 2—



photo 3—



photo 4—



photo 5—

— photo 1
(Whatever you submit for your #1 photo is the main photo which will serve as the background for the entire ad. This photo should be really great quality since it will be printing as a whole page. Close up selfies and group photos are NOT recommended for this space.)



— photo 6



photo 7—



photo 8—



—photo 9

full page format zz2

FIRSTNAME Lastname



— photo 2



photo 3 —



— photo 4



photo 5 —

— **photo 1**
(Whatever you submit for your #1 photo is the main photo which will serve as the background for the leftpage of the ad.)

**double page spread
format ZZ3**

Class of 2023



photo 6



photo 7



photo 8



photo 9



photo 10



photo 10



photo 12



photo 11



photo 13

Dear parents and friends,

Your message to your student will be typeset to fit in this space. Please note that the photo that you provide for main background photo for this layout must be of very good quality and will need to have "dead space" like the one shown here so that the supporting photos can be placed in their respective photo clusters and not be covering any important subject matter (or faces) in the background photo you have selected. The photo must also be vertically oriented in order to work for the opposing page or we will have to add a darker color on the top or bottom of your photo to create a similar effect. For the type to be set in the size shown here, the total length of your message cannot exceed 200 words, including the "signature" at the end. The maximum allowable characters for this space is 1200, and this includes spaces and punctuation. Your photos will be reduced or enlarged to fit these spaces. If you are scanning your photos to mail in on CD or upload online, please set your scanner to scan at 600 DPI for the main photo but only 300 DPI for the smaller photos in order to obtain the best results. If you would like to submit by mail, you can send in fewer photos or more or less wording, and we will arrange/resize as needed to fit and look nice.

Thank you,
the yearbook company

this is what a full spread would look like (but of course this is reduced to fit on a sheet of paper)