

SCHOOL CUSTOMIZED MARKETING CATALOG

Instruction Sheet

Yearbook Sales

Posters

Yearbook Cover Posters

Flyers

Postcards

Yearbook Order Cards

Vertical Vinyl Banners

Customized Marketing Packages

Gold

Silver

Bronze

Take Home Pocket Envelope

Cultural Marketing

Flyer

Postcard

Vertical Vinyl Banner

Parent Email Program (PEP)

Ad Sales

Postcards

Flyers

Brochures

Price List

QUESTIONS? CONTACT US:

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 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.
- D) Include your sales and pricing information.

Walsworth yearbooks

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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 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

POSTERS

Get your school excited about yearbook sales with these posters using 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 pages 17-18 or online order form.



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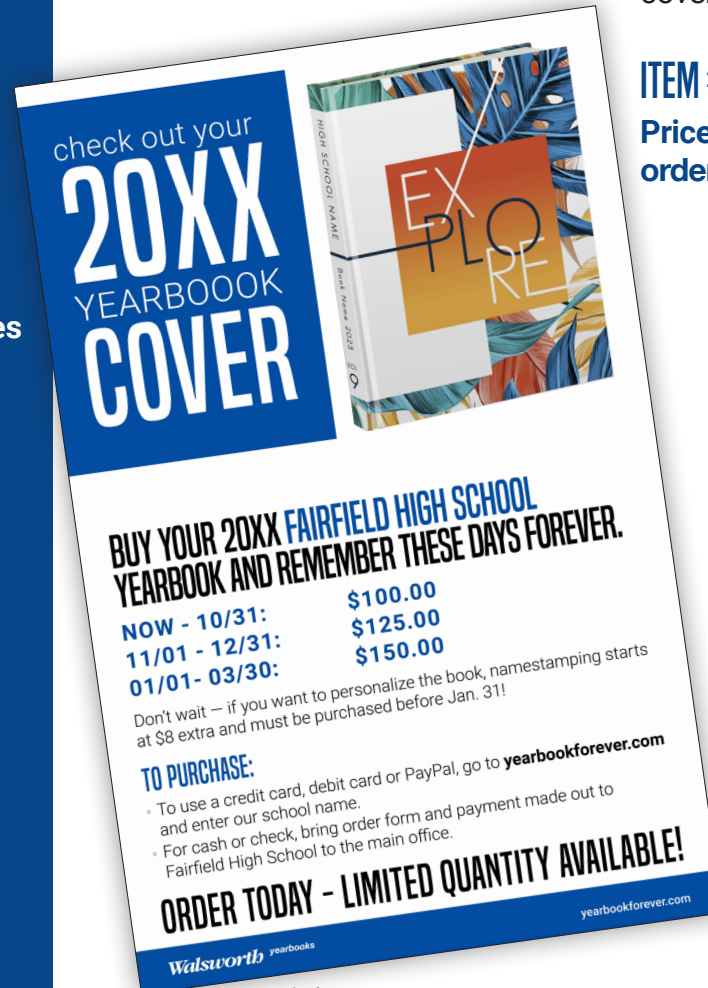
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YEARBOOK COVER POSTERS

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 pages 17-18 or online order form.



Full Cover Poster



Sneak Peek Cover Poster

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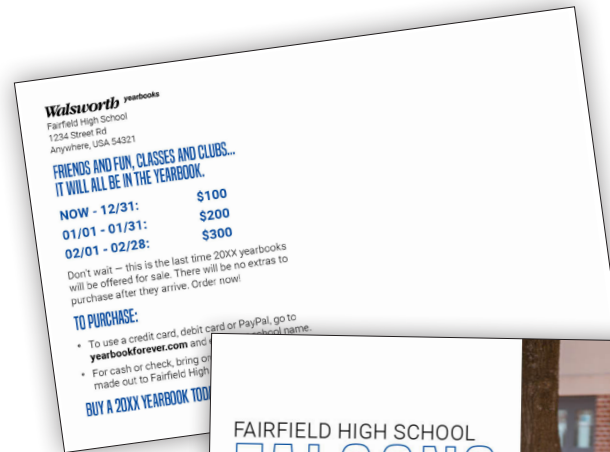
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POSTCARDS

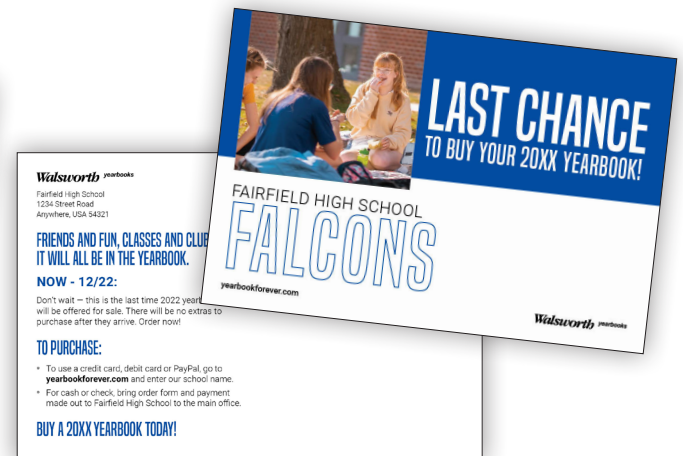
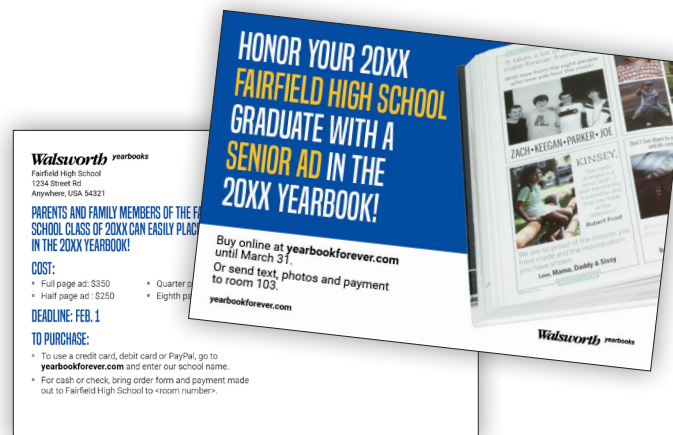
These postcards with your school name, colors and photos will be noticed even in a large stack of mail. Use them to tell parents yearbooks and ads are on sale, how much they are and how to buy them. (Two-sided, 4" x 6")

ITEM #SM009 (YEARBOOK SALES)

ITEM #SM010 (AD SALES)

ITEM #SM038 (LAST CHANCE YEARBOOK SALES)

Prices vary; see price list on pages 17-18 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 Flyers. 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 pages 17-18 or online order form.

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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

\$103

Walsworth yearbooks

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QUESTIONS? CONTACT US:
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Poster

Flyer

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) Flyer 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 #SM008 – 1 per package

Prices vary; see price list on pages 17-18 or online order form.

Walsworth yearbooks

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QUESTIONS? CONTACT US:
schoolmarketing@walsworth.com

Poster

Flyer

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) Flyer 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 pages 17-18 or online order form.

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QUESTIONS? CONTACT US:
schoolmarketing@walsworth.com

Poster

Flyer

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) Flyer 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 pages 17-18 or online order form.

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QUESTIONS? CONTACT US:
schoolmarketing@walsworth.com

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

1 ORDER YOUR 20XX -SCHOOL NAME- YEARBOOK!
 For online orders, go to yearbookforever.com to purchase. For orders at school, please complete this form and bring to your school's yearbook committee.
 * Order at school with cash, check or money order by July 1st. Payment and shipping charges are extra.

2 MAKE IT PERSONAL WITH A NAMESTAMP OR ITAG
 Add personality to the yearbook with a namestamp or engraved ITAG.
 Add personalization to the yearbook with a namestamp or engraved ITAG. Personalization text and each character is an additional charge.
 (Use spaces listed below. For text, you can use all 26 letters (upper or lower case), numbers and basic characters: ! @ # % & *)

Item	Description	Quantity	Price	Total

3 COMPLETE YOUR ORDER

4 ENTER YOUR INFORMATION

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

ORDER ONLINE AT YEARBOOKFOREVER.COM

Payment Details - school use only
 Payment Date: _____
 Check
 Cash

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 14” folded)

ITEM #SM021

Prices vary; see price list on pages 17-18 or online order form.

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Price List

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BONITOS RECUERDOS

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

Utilízalo 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 escolar tantas veces como quiera por el resto de su vida.

Compre un anuario hoy en línea en yearbookforever.com. Si tiene preguntas, hable con el asesor del anuario.

PRECIO:

- Ahora - MM/DD \$200
- MM/CD - MM/DD \$200
- MM/CD - MM/CD \$200

METODO DE PAGO:

- Para usar una tarjeta de crédito, tarjeta de débito o PayPal, vaya a yearbookforever.com.
- Para efectivo o cheque, traiga el pago a nombre de "Nombre de escuela".

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

PRECIO:

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

METODO DE PAGO:

- Para usar una tarjeta de crédito, tarjeta de débito o PayPal, vaya a yearbookforever.com.
- Para efectivo o cheque, traiga el pago a nombre de Fairfield High School a salón 104.

Walsworth yearbooks yearbookforever.com

Flyer

YEARBOOKFOREVER.COM

BUY YOUR YEARBOOK TODAY!
COMPRAR TU ANUARIO ¡AQUÍ!

FAJARDO HIGH SCHOOL
 Walsworth yearbooks

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.

FLYER ITEM #LM004-7

POSTCARD ITEM #LM009

Prices vary; see price list on pages 17-18 or online order form.

FAIRFIELD HIGH SCHOOL
FALCONS
BEAUTIFUL MEMORIES

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

BONITOS RECUERDOS
 Imagina tener una coleccion de recuerdos que puedes revivir en todo momento.

COMPRA AHORA! (BUY NOW)
 YEARBOOKFOREVER.COM

PRECIO:

- \$200 MM/DD - MM/DD
- \$200 MM/CD - MM/DD

COST:

- \$200 MM/DD - MM/DD
- \$200 MM/CD - MM/DD

Walsworth yearbooks

Yearbook Item #LM009

Postcard

Postcard

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

\$103

Walsworth yearbooks

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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

Cost: Free

Walsworth yearbooks

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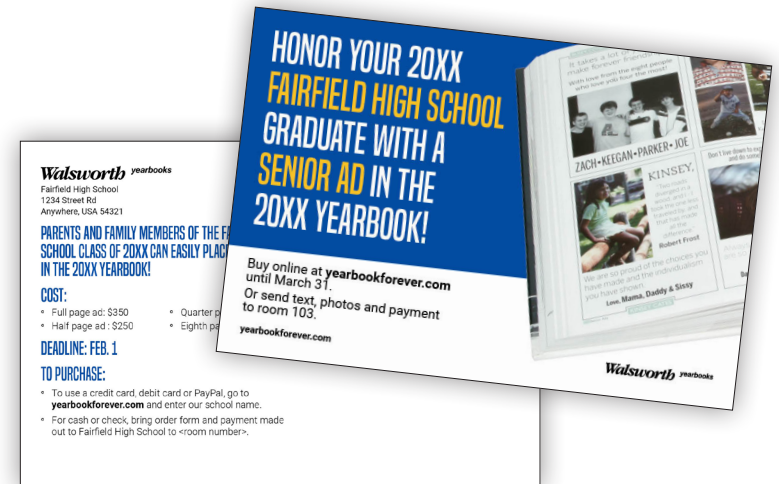
schoolmarketing@walsworth.com

AD POSTCARDS

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

ITEM #SM010

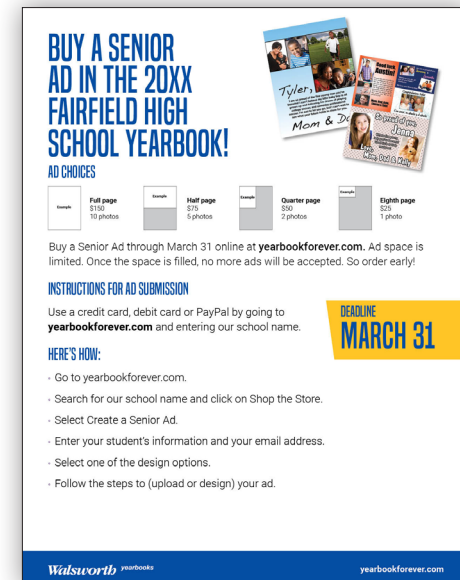
Prices vary; see price list on pages 17-18 or online order form.



AD FLYER

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

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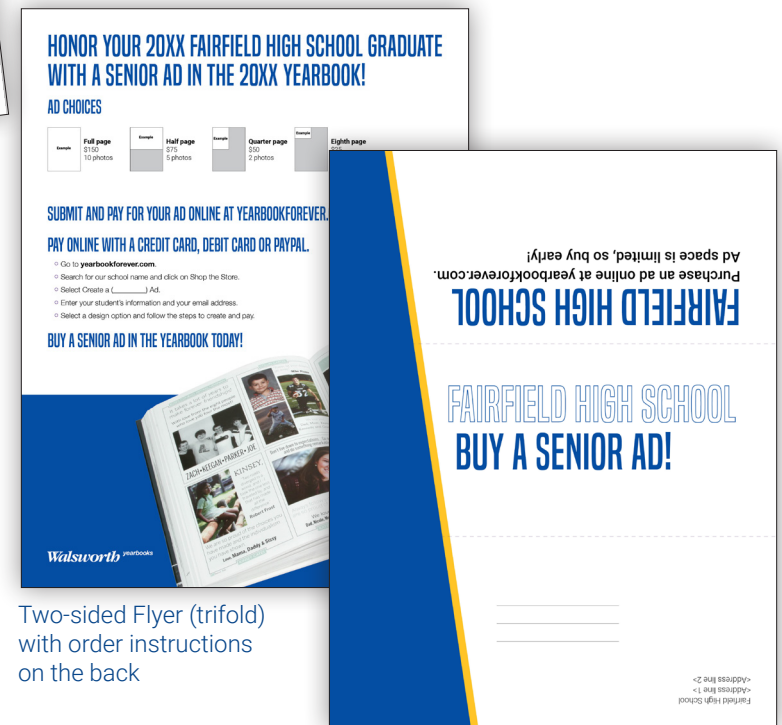
AD TRI-FOLD BROCHURES

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

Prices vary; see price list on pages 17-18 or online order form.



Folded



Two-sided Flyer (trifold) with order instructions on the back

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POSTERS - 12.5 X 20.5"

Four-color one-sided

20	50	100
\$32	\$74	\$126

FLYERS - 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
\$164	\$302	\$508	\$674	\$1,391

POSTCARDS - 4 X 6"

Four-color two-sided. Price does not include postage (current U.S. postage rate is \$0.56 each as of July 14, 2024).

100	250	500	1000	2500
\$68	\$92	\$131	\$195	\$430

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 – \$103 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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CUSTOMIZED MARKETING PACKAGES - GOLD

Charge to school per student

100	250	500	1000	2500
\$4.30	\$2.70	\$2.15	\$1.85	\$1.70

CUSTOMIZED MARKETING PACKAGES - SILVER

Charge to school per student

100	250	500	1000	2500
\$2.90	\$2.10	\$1.85	\$1.65	\$1.60

CUSTOMIZED MARKETING PACKAGES - BRONZE

Charge to school per student

100	250	500	1000	2500
\$1.70	\$1.20	\$1.05	\$0.95	\$0.90

TAKE HOME POCKET ENVELOPES - 8½ X 14"

Four-color two-sided order form with pocket envelope.

100	250	500	1000	2500
\$30	\$75	\$150	\$300	\$750