



Aftermath 2019

Palm Harbor University High School Yearbook
1900 Omaha Street, Palm Harbor, FL 34683
727.669.1131 cannadayj@pcsb.org

Yearbook & Senior Portrait Information Class of 2019

IMPORTANT DATES

SENIOR PORTRAIT DEADLINE - SATURDAY, SEPT. 29, 2018

Avoid the rush! Schedule your appointment today!

Seniors **must** be photographed by Prestige Portraits in order to be in the senior section of the yearbook. If you have not already been photographed by Prestige, call today for an appointment. \$15 sitting fee.

Tux/drape provided for formal poses.
Bring another outfit for additional poses.

Prestige Portraits - Oldsmar studio
12040 Racetrack Road
Tampa, FL 33626
813-402-3500

SENIOR YEARBOOK AD PAGE DEADLINES

All senior yearbook ad pages are in color.
Early deadline - 10% discount - MONDAY, OCT. 8
Final deadline - WEDNESDAY, OCT. 31

See the next pages for prices, sizes, and detailed instructions and options.

YEARBOOK SALES

At school - monthly through January
Online - links on phuhs.org
\$60 August - December
\$70 Jan. 1 - 21

Last day to order yearbooks - Monday, Jan. 21, 2019
\$80 after the books arrive in April



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It's time to start making those senior memories! Make these deadlines to be sure you are included in your yearbook.

Questions?

Email cannadayj@pcsb.org



Senior portraits

- Official yearbook photographer:
Prestige Portraits - studio is in Oldsmar
12040 Racetrack Road, Tampa 33626
1-813-402-3500
There is a \$15 sitting fee.
- **Deadline for getting your senior portrait taken: Sept. 29**
- If you have not received an appointment from Prestige, call the studio to set up a portrait session.
- Hurry - get photographed in the summer and avoid the rush!
- Yearbook pose is a formal pose (tux or drape is provided by Prestige).
- Bring a change of clothes for additional poses. Bring that favorite shirt that matches your eyes, or that sports uniform, or another outfit that shows your personality.

Senior yearbook ad pages

- All ads will be color - prices range from \$150 - \$385. See next pages for details.
- **On-time deadline for purchasing: Monday, October 8**
10% discount for ads submitted by Oct. 8
- All text, pictures (except senior portrait), and payment are due when you submit your ad. Incomplete ads will not be accepted.
- **Full price deadline - Wednesday, Oct. 31**
- **Note:** Purchasing a senior ad page does not include a yearbook; you must **purchase your yearbook in addition to buying a senior ad.**

- **Make your page even more special with a video or a custom design.**



Schedule an appointment for a one-to-one session with a yearbook staffer. Email cannadayj@pcsb.org.

Info posted on phuhs.org and <http://seniorclassphuhs.weebly.com/>

Yearbook Sales Dates

- If you submit a senior ad at school, you can include your yearbook order with the ad. See details on pg. 4.
- New student orientation, Aug. 9, 2018
- During lunches monthly through January.
- Back to School night, end of August

- Online beginning August 1, 2018
Go to **phuhs.org** and click on the "Buy your yearbook or ad" link. If you submit a senior ad online, you must also order a yearbook either online or at school.

Last day for online orders - Jan. 21, 2019



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Everything You Need To Know About Senior Yearbook Ads

Early Deadline for Senior Yearbook Ad Pages - Monday, Oct. 8, 2018
What to submit - All photos, text, contract, and payment**

Final deadline for buying a Senior Yearbook Ad Page - Wednesday, Oct. 31, 2018

Frequently Asked Questions

What are the ad sizes and prices?

All ads are color. The lower prices are for ads submitted by **Oct. 8, 2018**. These prices are lower than in previous years.

Full page - 10-15 pictures, \$350-\$385

Half page - 5-8 pictures, \$250-\$275

Quarter page - 1-5 pictures, \$150-\$165

What are my options?

1. Create the ad yourself, using a desktop publishing program. See the Contract for specifications for size, resolution. You can submit the ad online beginning on August 1 (see the link on phuhs.org) or on a CD or flash drive delivered to us at school (Mrs. Cannaday's mailbox or room 4-115).
2. Use the "Create my own ad" option - see the link on phuhs.org beginning on August 1.
3. Submit pictures and text, and have the yearbook staff create the ad. Upload this info online or deliver it to school.
4. For an additional fee of \$20, you can schedule an appointment to work with a yearbook staffer to create a custom ad.
5. You can also add a custom video to your print ad for only \$20. Email cannadayj@pcsb.org for these two extra options.

**What if I want to use my senior portrait in my ad but I haven't received it yet?

Please submit all other photos and include a note stating that you are still waiting for your senior portrait. We will wait to create your ad page until we get your portrait. Be sure to give us your senior portrait as soon as you receive it.

What if I am not really good with computers/technology?

No problem! We can create your ad for you. Choose a size and then give us your pictures and text. Pictures can be digital (on a CD or flash drive) and/or hard copies.

Can I specify where each picture should be placed?

Yes! Please understand that students will be creating the ad. Include a sketch of what you'd like with picture descriptions. A picture description can be as simple as something like this: "largest photo in ad," "birthday party," "brown cowboy hat," "pink dress," "family in front of cruise ship."

The yearbook staff will create the ad for you. The layout of the ad will be determined by the number and shapes of the photos you submit.

Do I have to tell you where the pictures go?

No. We can create the ad even if you don't give us specific instructions. Our general rule is to put the senior portrait or the most recent picture of the student into the largest box, and place smaller pictures where they look best.

Will I get my pictures back?

Yes, after the yearbooks are distributed in April.

What if something isn't right about my ad?

We try very hard to make each and every ad perfect. If we have any questions or problems, we will contact you.

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Senior Ad Contract

| | |
|---|--|
| Full page (8-1/4" W x 10-1/2" H) | |
| on or before Oct. 8 | _____ \$350 |
| Oct. 9-31 | _____ \$385 |
| Half page (8-1/4" W x 5-1/4" H) | |
| on or before Oct. 8 | _____ \$250 |
| Oct. 9-31 | _____ \$275 |
| Quarter page (4" W x 5-1/4" H) | |
| on or before Oct. 8 | _____ \$150 |
| Oct. 9-31 | _____ \$165 |
| Schedule a custom design session | _____ \$20 |
| Add a video to your print ad | _____ \$20 |
| Yearbook order | _____ \$60 |
| Total payment | _____ <i>(Checks payable to PHUHS)</i> |

Parent's Name _____

Student's Name _____

Address _____

City, Zip _____

Phone _____

Email _____

If ordering a yearbook (additional charge), specify the exact name to be stamped on the cover of the book:

ON-TIME DEADLINE for placing a senior ad: **Monday, Oct. 8, 2018**

You must submit all pictures*, copy and payment by this date.

*The only exception to this is if you want to use your student's senior portrait but have not received it by Oct. 8. Submit all other pictures, and tell us to hold the ad until the senior picture arrives.

It is **your responsibility** to **submit the senior portrait as soon as you receive it** from the photographer.

Prices increase after Oct. 8. Final deadline is Oct. 31, 2018.

Indicate the method by which you are submitting your ad.

_____ **I want the yearbook staff to create my ad.**

Tell us how many pictures you are submitting.

_____ Full page (10-15 pictures)

_____ Half page (5-8 pictures)

_____ Quarter page (1-5 pictures)

_____ Are you waiting to receive a senior portrait to be used in your ad? If so, tell us when you expect to submit this last picture to us. _____

_____ **I created my ad as a JPG or PDF file. The document size matches the dimensions of the ad size (see above) and the resolution of the entire ad is 300 or higher.**

_____ CD/flash drive submitted directly to school. I am submitting payment with the file and contract.

_____ I uploaded and paid at the "Buy your yearbook or ad" link on phuhs.org. Date uploaded: _____

At times, we need to communicate with you about your ad. Sometimes it is easier if we can contact the senior at school, but we don't want to do this if the ad is a surprise for your son or daughter. Please indicate your preference below:

_____ This ad is a surprise for my student; please don't contact him/her at school about the ad.

_____ It is OK for the yearbook staff to contact my student about this ad if necessary.

The Aftermath staff reserves the right to edit ad content to meet good journalistic standards and to slightly alter the ad layout as needed to fit the materials submitted.

Ads may be ordered online at phuhs.org, dropped off at school, given to a yearbook staff member, or mailed to: PHUHS Aftermath, 1900 Omaha St., Palm Harbor, FL 34683