



## Aftermath 2020

Palm Harbor University High School Yearbook  
1900 Omaha Street, Palm Harbor, FL 34683  
727.669.1131 [roscoek@pcsb.org](mailto:roscoek@pcsb.org)

## Yearbook & Senior Portrait Information Class of 2020

# IMPORTANT DATES

## SENIOR PORTRAIT DEADLINE - OCTOBER 19

**CADY STUDIOS ON CAMPUS SENIOR PORTRAITS - OCTOBER 12**  
**YOU CAN BOOK TO HAVE YOUR STUDIO SESSION HERE AT PHUHS. SESSION PRICES BEGIN AT \$30. SEE CADY STUDIO'S WEBSITE FOR PHOTO PACKAGES AND PRICES.**

YOU CAN BOOK YOUR OCTOBER 12 SESSION ONLINE AT [CADY.COM/BOOK](http://CADY.COM/BOOK)

## SENIOR YEARBOOK ONLY PICTURES - OCTOBER 22

**Yearbook Only: Seniors can be photographed at school for their yearbook photo only. This session only includes a single picture for the Yearbook. You do NOT book online. Please see Ms. Roscoe in 4-115 to book your free "Yearbook Only" appointment.**

**Avoid the rush! Schedule your appointment today!**

Seniors **must** be photographed by Cady Studios in order to be in the senior section of the yearbook.

If you have not already been photographed by Cady Studios, book online today.  
[cady.com/book](http://cady.com/book)

**TODAY - OCTOBER 1: USE THE COUPON CODE phsimple15 FOR A \$15 COUPON FOR CADY STUDIOS**

## SENIOR YEARBOOK AD PAGE DEADLINES

All senior yearbook ad pages are in color.  
Final deadline - NOVEMBER 4

## YEARBOOK SALES

Online - at [Yearbookforever.com](http://Yearbookforever.com) (the link is on [phuhs.org](http://phuhs.org)>Yearbook)

\$60 August 28 - January 17

**Last day to order yearbooks - JANUARY 17**  
\$70 after the books arrive in April



# Aftermath 2020

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

## Everything You Need To Know About Senior Yearbook Ads

**Final deadline for buying a Senior Yearbook Ad Page - November 4, 2019**

**What to submit - All photos\*\*, text, contract, and payment**

### Frequently Asked Questions

#### **What are the ad sizes and prices?**

All ads are color.

Full page - 10-15 pictures, \$350

Half page - 5-8 pictures, \$250

Quarter page - 1-5 pictures, \$150

#### **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 28 (see the link on phuhs.org) or on a CD or flash drive delivered to us at school (Mrs. Roscoe's mailbox or room 4-115).
2. Use the "Create my own ad" option - see the link on phuhs.org beginning on August 28.
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 roscoek@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.

# Aftermath 2020

# Senior Ad Contract

Full page (8-1/4" W x 10-1/2" H)	_____ \$350
Half page (8-1/4" W x 5-1/4" H)	_____ \$250
Quarter page (4" W x 5-1/4" H)	_____ \$150
Schedule a custom design session	_____ \$20
Add a video to your print ad	_____ \$20
Yearbook order	_____ \$60
<b>Total payment</b>	_____ <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: November 4, 2019

**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 Nov. 4  
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.

**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**