CHAPMAN UNIVERSITY | STUDENT GOVERNMENT ASSOCIATION

One University Drive
Orange, California 92866
www.chapman.edu/sga

please note- if you received this mailing, it's because your child is listed as a senior in terms of credits, but if they are not planning on walking graduation this year (2018), please disregard this notice.

Dear Parents:

It's hard to believe, but in a very short time, your child's stay at **CHAPMAN UNIVERSITY** will be nothing more than a memory. We're doing our best to put together a yearbook that will help your student remember the best of his or her final year forever. Unfortunately, try as we might, there is no way that we can possibly capture how proud you are of him/her or put into words all that you must be feeling upon this milestone in their lives.

But that doesn't mean that you can't tell your student yourself. In Chapman tradition, proud parents can purchase space in the back of the yearbook and tell him or her how proud they are: in their own words and using their own photos! ***Yearbooks will be distributed at graduation.*** *Imagine what a nice surprise a personal dedication from a loved one would be, especially on such a special day!*

To take advantage of this opportunity, all you need to do is fill out the enclosed form, follow the instructions on how to submit your photos and message to your student, attach a check for the appropriate amount or fill out the proper credit card information, and get all your ad materials (your photos and your message) to us, postmarked by **November 16, 2017** to take advantage of the early submission discount. You can still get a discount if you submit your ad postmarked by **December 14, 2017.** But you can continue to purchase your ads for the regular price up until the final deadline of **January 16, 2018.**

We're enclosing thumbnails of several ad formats for you to choose from to help you create that special ad for your student. To see larger size versions of the ad formats or if you have any other questions, please visit www.TheYearbookCompany.com. There you can find out answers to frequently asked questions or contact us by email. You can also call us at 951-274-9561. *And, if you like, you can submit and purchase your dedication online by logging on to your school at www.theyearbookcompany.com and uploading scanned or digital images (at least 300 dpi) and your message.* **(use the # 714-997-6815 to log on for your school on our site)**

Please do not contact the school about senior ads. (But if you would like to verify the legitimacy of this offer, please feel free to visit chapman.edu/sga) To help the yearbook staff make its deadlines and ensure accuracy, they have contracted with **The Yearbook Company,** to process all of their student advertising. That means you cannot drop off your order at the school, but must mail everything in a separate envelope to **CHAPMAN UNIVERSITY CLASS OF 2018 YEARBOOK ADS, The Yearbook Company**, 7177 Brockton Ave., Suite 105, Riverside, CA 92506.

For more information about the yearbook in general, please visit www.chapman.edu/sga

Thanks!

the yearbook company

P.S. While we do our best to get pictures back to parents, we suggest that before you mail in that precious family keepsake, you may want to have a professional copy (on photo paper) made. *But please don't send us just a regular color copy or computer printout - those DO NOT reproduce well. If the photo is blurred or pixelated, we cannot make it any clearer.*

We want you to be happy with your ad and the photo quality to be in line with the school's standards.

Ads for Grads 2018 order form

Chapman University, Orange, CA

the yearbook company

Place an "X" in the boxes to indicate the size and format of ad you are purchasing.

	early-bird price if postmarked by November 16 color	price if postmarked by December 14 color	final deadline** price if postmarked by January 16 color
☐ *1/8 page ad* ☐ *Format "A4"* ☐ *Format "B4"*	$75	$85	$95
☐ *1/4 page ad* ☐ *Format "J4"* ☐ *Format "D4"* ☐ *Format "E4"*	$95	$120	$135
☐ *1/2 page ad* ☐ *Format "F4"* ☐ *Format "G4"* ☐ *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*	$165	$185	$200
☐ *Full page ad* ☐ *Format "H4"* ☐ *Format "I 4"* ☐ *CUSTOM* * *for custom, you must provide camera-ready art. The ad must fit within an 8.5 inch wide by 11 inch tall box*	$295	$320	$345

You can also submit and purchase your dedication online by uploading scanned/digital .jpg images (300 dpi) and your message at www.theyearbookcompany.com. (service fee applies)
but if you are not comfortable with computers, and/or digital images, please feel free to order by mail - either way is fine!

If you are choosing from the available formats, please submit your text **typed** in a plain font on white paper (messages must be typed) and the appropriate number of photos. Please see the ad formats for message length guidelines. (You may also submit .jpg photos on a CD but only if they are at least 300 DPI actual size. DO NOT try to use photos from websites/social networking sites or camera phones- they are too low resolution. Messages may also be submitted as word documents or .txt files.) Please number your photos as you would like them to appear (on occasion, we might need to adjust positioning per what would look and work best) and put your student's name on the back of each **(watch for wet ink!). Do not fold or cut photos. Your photos will be enlarged or reduced to fit the actual ad size.** ***PLEASE DO NOT SEND WATERMARKED PROOFS, COPYRIGHTED PHOTOS OR COPIES OF THEM- WE CANNOT FIX BLURRY PHOTOS OR ONES WITH HEAVY TEXTURE. All materials (photos and text), this form and payment must be received at the time of submission. Incomplete packages will be returned.***

We reserve the right to edit or remove inappropriate material without prior notification. This includes but is not limited to photos containing nudity (even baby bottoms), alcohol, firearms, inappropriate hand gestures/attire or any other suggestive postures or language not suitable for printing in a school publication. We also cannot print copyrighted logos (i.e. Starbucks, Olympic Rings, Hello Kitty, Disney, etc.).

* **If you are selecting "custom," you must submit your art camera-ready.** Camera-ready means you must paste down all photos and text in place on a clean background or submit a photo-quality printout of the entire ad on glossy photo paper. The whole ad must fit within the dimensions given above. Digital submissions are also acceptable but must be ONLY .jpg files with a minimum resolution of 300 DPI actual size (.pdf, .doc, .docx, .pub, .ppt and .psd files are NOT acceptable.) **DO NOT use Microsoft Word, Powerpoint, or any online photo sharing tool to create your dedication if you plan to submit it digitally.** We cannot create custom ads for you.

DO NOT SEND ANY MATERIALS TO THE SCHOOL.
YOU MUST MAIL EVERYTHING TO:
Chapman University Class of 2018 Yearbook Ads
The Yearbook Company
7177 Brockton Ave., Suite 105
Riverside, CA 92506

for more information and for answers to frequently asked questions, please visit www.theyearbookcompany.com or call 951-274-9561

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 _____ **is this a surprise? yes / no**

☐ I would like my materials returned so I am enclosing a self-addressed, stamped, appropriately-sized envelope. **(If you don't, your photos will not be returned.)**
Please note, however that we cannot guarantee *the safety of your photos in the mail once we've returned them, so please make duplicates of all irreplaceable photos.* ***PHOTOS CANNOT BE RETURNED UNTIL AFTER THE DISTRIBUTION OF YEARBOOKS.*** (Sorting and mailing back photos from tens of thousands of ads takes several months. Thank you for your patience.)

Yearbook ad sales are a fund-raiser for your child's school and are non-refundable. The school and their yearbook program thank you for your support!

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

for credit card transactions, add a $5.00 convenience fee for 1/8 and 1/4 ads and $10.00 for half and full page ads

** **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 $25 late fee to the regular price.**

TO SEE FULL-SIZE VERSIONS OF THESE FORMATS, VISIT http://www.theyearbookcompany.com and log on to your school.

Student Namehere

Photo 1

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

FORMAT A4

Parents,

We will type your message to fit in this space. Limit your number of words to **45** or less. We will adjust the size of the type as needed to make it fit. A vertical photo works in this space, if you have a horizontal photo use format "**B4**."

THIS AD IS ACTUALLY BUSINESS CARD SIZE (1/8 pg.)

Student Namehere

Parents,

We will type your message to fit in this space. Limit your number of words to **35** or less. We will adjust the size of the type as needed to make it fit.

THIS AD IS ACTUALLY BUSINESS CARD SIZE (1/8 pg.)

Photo 1

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

FORMAT B4

1/4 PAGE DESIGN **FORMAT J4**

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 **80** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photo will be reduced or enlarged to fit in this space.

one photo

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

Original photos work best, however we will accept good quality copies on photo paper only. A horizontal photo in this space would be fine. We will adjust the frame.

Student Namehere

Student Namehere

Photo 1

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

FORMAT F4

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. For the type to be set in the size shown here, the total length of the message should not exceed **150** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit this these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photo will work best in photo boxes two or four.

Be careful of wet ink when numbering photos.

1/2 PAGE DESIGN

Photo 2

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

Photo 3

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

Photo 4

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

Student Namehere

Photo 1

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. The total length should not exceed **85** words, including the "signature" at the end. This is just an estimate. If the text you submit does not fill the space provided, we will adjust the font size as needed to make it fit. 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.

Photo 2

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

FORMAT D4

Student Namehere

Photo 1

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

FORMAT E4

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

Parents,

Your text 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 **70** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit this these spaces.

1/4 PAGE DESIGN

Photo 2

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

Photo 3

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

Photo 1

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

FORMAT G4

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

Student Namehere

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. For the type to be set in the size shown here, the total length of the message should not exceed **125** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit this these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photo will work best in photo boxes two and five.

Be careful of wet ink when numbering photos.

1/2 PAGE DESIGN

Photo 2

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

Photo 3

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

Photo 4

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

Photo 5

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

All deadline dates are postmark dates only. (That means your order form, photos and message must be in the mail that day or submitted online by midnight.)

TO SEE FULL-SIZE VERSIONS OF THESE FORMATS, VISIT http://www.theyearbookcompany.com and log on to your school.

Student Namehere

Photo 1
Write this number on back of photo. Be careful of wet ink.

FORMAT
H4

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.

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.

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.

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. For the type to be set in the size shown here, the total length of the message should not exceed **100** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit this these spaces. Horizontal photos must be used for boxes 6 and 7.

Be careful of wet ink when numbering photos.

FULL PAGE DESIGN

Photo 5
Write this number on back of photo. Be careful of wet ink.

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.

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

Photo 7
Write this number on back of photo. Be careful of wet ink.

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

Student Namehere

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. For the type to be set in the size shown here, the total length of the message should not exceed **200** words, including the "signature" at the end. If the copy you submit does not fit in the space provided, we will reduce or enlarge it to fill the space. Your photos will be reduced or enlarged to fit this these spaces. Original photos work best, however we will accept good quality copies on photo paper. Horizontal photo will work best in photo boxes 2, 3 and 4.

Be careful of wet ink when numbering photos.

FULL PAGE DESIGN

Photo 2
Write this number on back of photo. Be careful of wet ink.
Boxes 6 and 7 are designed for horizontal photos, like family photos or group shots. Do not use this space for a portrait photo.

Photo 3
Write this number on back of photo. Be careful of wet ink.
Boxes 6 and 7 are designed for horizontal photos, like family photos or group shots. Do not use this space for a portrait photo.

Photo 4
Write this number on back of photo. Be careful of wet ink.
Boxes 6 and 7 are designed for horizontal photos, like family photos or group shots. Do not use this space for a portrait photo.

Photo 1
Write this number on back of photo. Be careful of wet ink.

FORMAT
I4

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.

Photo 6
Write this number on back of photo. Be careful of wet ink.

Photo 7
Write this number on back of photo. Be careful of wet ink.

Photo 8
Write this number on back of photo. Be careful of wet ink.

All deadline dates are postmark dates only. (That means your order form, photos and message must be in the mail that day or submitted online by midnight.)