

Aftermath 2011

Yearbook Sales

Price: \$55.00. This price includes namestamping on the front cover and a protective plastic cover. The price has not gone up since 2003, so at over 424 pages, the yearbook is a real bargain!

Yearbooks will be sold at school:

at new student orientation, August 19, 2010
at Back to School Night, August 30, 2010
during lunches on October 12-22, 2010

Yearbooks can also be ordered online. Click the "Buy your yearbook or ad" link on the **phuhs.org** home page. There is a small service charge for online orders.

The last day for online orders is January 20, 2011.



Senior Portraits

Seniors must be photographed by Bryn Alan Studio by **Sept. 11, 2011**, in order to be in the senior section of the yearbook. If you are photographed by Sept. 11, you will be able to pick your pose for the yearbook, provided you return your proofs to Bryn Alan promptly.

If you miss the Sept. 11 deadline, please email Mrs. Cannaday at cannadayj@pcsb.org for help. We really want all seniors in the yearbook, but we have to make our publisher's deadlines, too!

Go to brynalan.com to schedule your appointment. If you need help, call 727-725-4828.

Senior Ads

Senior ads for the yearbook are due on **Sept. 30, 2010**. Ads submitted by this date get a 10 % discount. You can submit ads until October 22, but you will have to pay full price. Details are on the following pages.

New! You may still submit ads to Mrs. Cannaday in room 4-114, but now you have the option of submitting pictures, text and payment online. Complete details are on the following pages.

Aftermath 2011

Palm Harbor University High School Yearbook
1900 Omaha Street, Palm Harbor, FL 34683
727.669.1131 x2520 fax 727.669.1212

Dear Parents and Seniors,

Congratulations on reaching this important milestone - senior year! I know there is a lot that seniors must do, but I encourage you to get your yearbook business taken care of very soon. This means get your senior portrait taken, order a yearbook, and buy a personal senior ad for the back of the yearbook.

We have made some changes to this packet and to our ad submission process, so please read through the instructions carefully. Note the deadlines, because if you miss the deadlines, you won't be able to submit/purchase items late. We have strict deadlines ourselves with our publisher, and we cannot submit late items. If you have questions, please ask. The best way to contact me is by email.

We want the yearbook to be the best, and that means we want all seniors in the book. Thank you in advance for your cooperation and support of the *Aftermath 2011*.

Sincerely,

Mrs. Judy Cannaday

cannadayj@pcsb.org

669-1131 ext. 2520

Senior Portraits

- To be in the senior section of the yearbook, you must be photographed by Bryn Alan Studio. You should have already received an appointment from Bryn Alan in the mail; if you haven't, go to brynalan.com to schedule an appointment. There is a \$15 sitting fee.
- **Deadline for getting your senior portrait taken: September 11, 2010.**
- If you are photographed by Sept. 11, 2010, you will be able to pick your pose for the yearbook. Be sure to return your proofs quickly.
- Don't wait to get photographed - many students wait until late August or even September to go, and appointment times are harder to get because of the rush.
- The yearbook pose is a formal pose (tux or drape is provided by Bryn Alan), but do 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 ads

- Purchasing a senior ad is an ever-lasting way to honor the accomplishments of your senior. Most senior ads include pictures and personal messages.
- **On-time deadline for purchasing a senior ad is Thursday, September 30, 2010.** There is a 10% discount for ads submitted by Sept. 30.
- All text, pictures (except senior portrait), and payment are due on this date. Incomplete ads will not be accepted.
- If you want to pay full price, you may submit your ad by Friday, October 22, 2010. Absolutely no senior ads will be accepted after October 22, 2010.
- See the contract on the next page for more details and prices.
- **New this year** - in addition to submitting ads to us at school, ads may be submitted and paid for online. Go to phuhs.org and follow the "Buy your yearbook or ad" link; read the instructions for submitting photos and text online.

Yearbook Sales

The Aftermath 2011 will be sold at these times:

- by ordering when you purchase a senior ad
- New student orientation, Aug. 19, 2010
- during lunches Oct. 12 - 21, 2010

- at Back to School night, August 30, 2010.
- online beginning on August 1, 2010; go to **phuhs.org** and click on the "Buy your yearbook or ad" link

Last day for online orders is Jan. 20, 2011.

Aftermath 2011

Senior ad contract

<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"></td> <td style="text-align: center;">Color</td> <td style="text-align: center;">B & W</td> </tr> <tr> <td>Full page (8-1/4" W x 10-1/2" H)</td> <td></td> <td></td> </tr> <tr> <td> on or before Sept. 30</td> <td style="text-align: right;">_____ \$390</td> <td style="text-align: right;">_____ \$200</td> </tr> <tr> <td> after Sept. 30</td> <td style="text-align: right;">_____ \$430</td> <td style="text-align: right;">_____ \$220</td> </tr> <tr> <td>Half page (8-1/4" W x 5-1/4" H)</td> <td></td> <td></td> </tr> <tr> <td> on or before Sept. 30</td> <td style="text-align: right;">_____ \$290</td> <td style="text-align: right;">_____ \$150</td> </tr> <tr> <td> after Sept. 30</td> <td style="text-align: right;">_____ \$320</td> <td style="text-align: right;">_____ \$165</td> </tr> <tr> <td>Quarter page (4" W x 5-1/4" H)</td> <td></td> <td></td> </tr> <tr> <td> on or before Sept. 30</td> <td style="text-align: right;">_____ \$190</td> <td style="text-align: right;">_____ \$ 90</td> </tr> <tr> <td> after Sept. 30</td> <td style="text-align: right;">_____ \$210</td> <td style="text-align: right;">_____ \$100</td> </tr> <tr> <td>Yearbook order</td> <td style="text-align: right;">_____ \$55</td> <td></td> </tr> <tr> <td>Total payment _____</td> <td colspan="2" style="text-align: right;">(Checks payable to PHUHS)</td> </tr> </table>		Color	B & W	Full page (8-1/4" W x 10-1/2" H)			on or before Sept. 30	_____ \$390	_____ \$200	after Sept. 30	_____ \$430	_____ \$220	Half page (8-1/4" W x 5-1/4" H)			on or before Sept. 30	_____ \$290	_____ \$150	after Sept. 30	_____ \$320	_____ \$165	Quarter page (4" W x 5-1/4" H)			on or before Sept. 30	_____ \$190	_____ \$ 90	after Sept. 30	_____ \$210	_____ \$100	Yearbook order	_____ \$55		Total payment _____	(Checks payable to PHUHS)		Parent's Name _____ Student's Name _____ Address _____ City, Zip _____ Phone _____ Email _____
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If ordering a yearbook, specify the exact name to be stamped on the front of the book:																																					

ON-TIME DEADLINE for placing a senior ad: Friday September 30, 2010.

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 September 30.

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 Sept. 30. No ads accepted after October 22, 2010.

Indicate the method by which you are submitting your ad.	
<p>_____ I want the yearbook staff to create my ad.</p> <p>Circle the number of the layout design that you have chosen from the layout templates on the next pages.</p> <p style="text-align: center;"> Full page: F-01 F-02 F-03 F-04 Half page: H-05 H-06 H-07 H-08 Quarter page: Q-09 Q-10 Q-11 Q-12 </p> <p>Circle the font style for your student's name/headline</p> <p style="text-align: center;"> sans serif <i>script</i> </p>	<p>Let us know how you are submitting your ad!</p> <p>___ I am submitting <u>all</u> pictures and text (typed) for the ad today.</p> <p>___ I am submitting _____ (qty.) pictures today and will submit a senior portrait as soon as I receive it from the photographer.</p> <p>___ I am enclosing payment with this contract.</p> <p>___ I will upload pictures, text and payment by Sept. 30.</p> <p>___ I will upload pictures, text and payment by Oct. 22.</p>
<p>_____ I created my ad as a JPG or PDF file.</p> <p>___ CD submitted directly to school. I am submitting payment with the CD and contract.</p> <p>___ I uploaded and paid for my ad to the "Buy your yearbook or ad" link. Date uploaded: _____</p>	

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 dropped off at school, given to a yearbook staff member, or mailed to: PHUHS Aftermath, 1900 Omaha St., Palm Harbor, FL 34683

Aftermath 2011

Guidelines for submitting a senior ad

Parent submits pictures and text; yearbook staff creates ad

1. Choose a layout from the following pages, according to the size ad you are buying. Indicate your layout choice on the ad contract.
2. Submit the exact number of pictures that are shown on the layout. **We will not alter the layout, add or delete pictures or text blocks, or change the size of pictures, except for layout F03.**
3. Photos submitted may be either color or black & white, regardless of the type of ad you purchase. You may submit digital pictures on a CD if the resolution is 225 or higher, and/or you may submit actual photographs. You may also upload your pictures and text online - follow the "Buy Your Yearbook or Ad" link on phuhs.org.
4. **DO NOT CUT ANY PICTURES.** The yearbook staff will crop the pictures.
5. Submit the best quality photos possible. Dirty, damaged, or poor quality photos will not look good in the book.
6. Do not send us the original copies of irreplaceable photos. Have a print made or scan the picture and put it on a CD to submit to us. We will make every attempt to return your pictures after the yearbooks arrive.
7. Color photocopies are **not** acceptable.
8. Submit a numbered list of picture descriptions (or sketch out a plan) that correspond to the numbers on your chosen template.
9. **Pay attention to whether the picture is a horizontal or a vertical.** Vertical pictures will not fit into horizontal picture spaces, and vice versa. Square spaces on the layout require square picture content.
10. Please **type** all the **text**; we cannot guarantee the accuracy of handwritten copy. If you upload your pictures, you may also upload your text. Follow the yearbook link at phuhs.org.

Create the ad yourself

1. Create your ad yourself, using a desktop publishing program, or go to a professional to have him/her create the ad.
2. Microsoft Word and PowerPoint documents are **not** acceptable; ads created with these programs cannot be printed.
3. Refer to the ad sizes on the contract. Create your ad in the size specified for the ad you are buying.
4. The **resolution** of the **entire ad, not just the pictures**, must be **225** or higher.
5. Do NOT copy/paste artwork or clip art from other programs; the graphic won't be linked properly, and it won't print in your ad.
6. Save the ad as a JPG file or a PDF file.
7. You may submit your ad on a CD directly to school, or you may upload online. To upload, go to the phuhs.org website and click the "Buy your yearbook or ad" link. Follow the directions on the website.

You have options!

- You can submit all pictures, text and payment directly to us at school.
- You can upload pictures and text online - follow the "Buy Your Yearbook or Ad" link on phuhs.org. You must pay online if you use this option.
- You can order a yearbook online.
- You can create your ad yourself and submit it directly to school or upload it through the school website. You must pay for your ad online if you upload your ad.
- No matter what method you choose, please complete the ad contract and submit it to us at school - it will help us stay organized!

Remember, if you have questions, contact Mrs. Cannaday at cannadayj@pcsb.org.

Full Page Ad Templates 2011

F-01

1 2 3 4

5 6 7

8 9

10 11 12

Student's Name

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

F-02

1 2 3

4 5 6

7 8

9 10 11

Student's Name

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

Instructions for layout F03:

- This layout is a semi-customized design.
- You may submit 6, 7, 8, 9, 10 or 11 pictures.
- Choose one **high-quality** picture to be the largest picture. The picture content should be vertical. Label this picture "Large".
- For this "Large" picture, be sure that the center of interest is strong and that there is some background area for the smaller photos to be placed in.
- The remaining pictures will be placed around the outside of the "Large" picture. The yearbook staff will arrange the pictures and size them to fit attractively on the page.
- Submit **text** for **one block only**. This layout is appropriate for only one text block; too much text will interfere with the photograph.

Student's Name

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only.

F-03

Student's Name

1 2 3 4

5 6 7

8 9

10 11

12 13 14 15

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

F-04

Half-Page Ad Templates 2011

H-05

1

Student's Name

2

3

4

5

6

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8

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

H-06

1

Student's Name

2

3

4

5

6

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

H-07

1

Student's Name

2

3

4

5

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

H-08

1

Student's Name

2

3

4

5

6


Quote or other short message to student

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

Quarter Page Ad Templates 2011

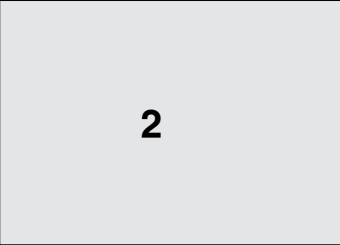
Q-09

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

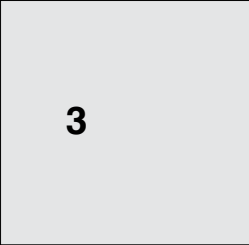


1

Student's Name



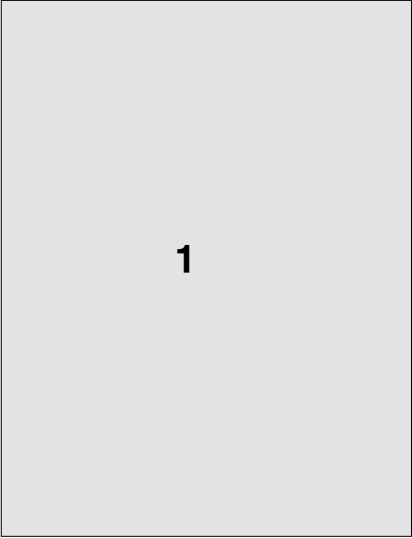
2



3

Q-10


Student's Name




1

This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

Student's Name



1

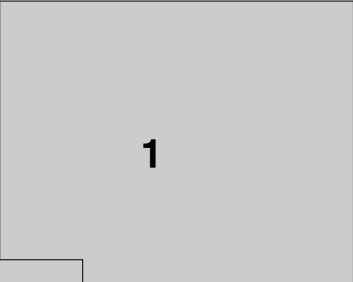


2


This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted. This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into the space allotted.

Student's Name

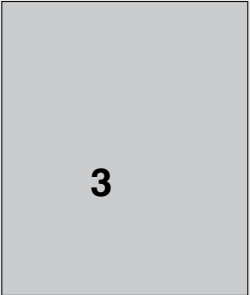
This text is for planning purposes only. The yearbook staff will use an appropriate size text to fit your message into



1



2



3

Short quote or other short message to student

Q-11

Q-12