

# Aftermath 2012

## Yearbook Sales

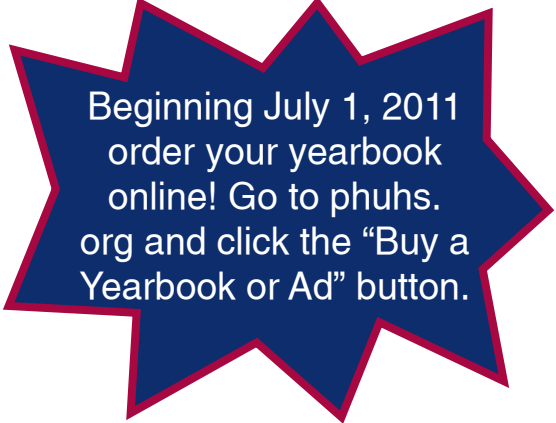
**Price: \$55.00.** This price includes namestamping on the front cover and a protective plastic cover. The price has not gone up since 2003, so at over 400 pages, the yearbook is a real bargain!

**Yearbooks will be sold at school:**

at new student orientation, August 11, 2011  
at Back to School Night, August 29, 2011  
during lunches in October 2011

**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 24, 2012.**



Beginning July 1, 2011  
order your yearbook  
online! Go to [phuhs.org](http://phuhs.org)  
and click the "Buy a  
Yearbook or Ad" button.

## Senior Portraits

Seniors must be photographed by Prestige Portraits by **Sept. 21, 2011**, in order to be in the senior section of the yearbook. If you are photographed by Sept. 21, you will be able to pick your pose for the yearbook, provided you return your proofs to Prestige promptly.

Seniors should receive information about senior portraits from Prestige Portraits in the mail before the end of June. Once you have your online access code, you can schedule your appointment at <http://www.prestigeportraitsfl.com/> or 1-800-749-2796. There is a \$10 sitting fee.

**If you want to schedule an appointment before you receive your online access code, call the studio at 727-725-8540.** Prestige Portraits is located at 12505 Starkey Road, Suite N, Largo.

If you miss the Sept. 21 deadline, please email Mrs. Cannaday at [cannadayj@pcsb.org](mailto:cannadayj@pcsb.org) for help. We really want all seniors in the yearbook, but we have to make our publisher's deadlines, too!

## Senior Ads

Senior ads for the yearbook are due on **September 23, 2011**. Ads submitted by this date get a 10% discount. You can submit ads until October 21, but you will have to pay full price. No senior ads will be accepted after Oct. 21. Details are on the following pages.

You may still submit ads to Mrs. Cannaday in room 4-115, but now you have the option of submitting pictures, text and payment online.

**Complete details about senior ads are on the following pages.**

# Aftermath 2012

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 2012*.

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 Prestige Portraits. You will receive information from Prestige in June in the mail. There is a \$10 sitting fee.
- If you don't receive this info, call the studio at 727-725-8540.
- **Deadline for getting your senior portrait taken: September 21, 2011.**
- If you are photographed by Sept. 21, 2011, 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 Prestige), 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

- 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 Friday, September 23, 2011.** There is a 10% discount for ads submitted by Sept. 23.
- 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 21, 2011. Absolutely no senior ads accepted after October 21.
- See the contract on the next page for more details and prices.
- Ads may be submitted to us in room 4-115 at school or online. To order an ad online, go to **phuhs.org** and follow the "Buy your yearbook or ad" link; read the instructions for submitting photos and text online. Note: purchasing an ad does not give you a yearbook; you must purchase the yearbook separately.

## Yearbook Sales Dates

- If you submit a senior ad at school, you can include your yearbook order with the ad.
- New student orientation, Aug. 11, 2011
- during lunches in October
- Back to School night, August 29, 2011.

- online beginning July 1, 2011; 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. 24, 2012**

# Aftermath 2012

## Senior ad contract

	Color	B & W
Full page (8-1/4" W x 10-1/2" H)		
on or before Sept. 23	_____ \$390	_____ \$200
Sept. 24-Oct. 21	_____ \$430	_____ \$220
Half page (8-1/4" W x 5-1/4" H)		
on or before Sept. 23	_____ \$290	_____ \$150
Sept. 24-Oct. 21	_____ \$320	_____ \$165
Quarter page (4" W x 5-1/4" H)		
on or before Sept. 23	_____ \$190	_____ \$ 90
Sept. 24-Oct. 21	_____ \$210	_____ \$100
Yearbook order	_____ \$55	
Total payment _____	(Checks payable to PHUHS)	

Parent's Name \_\_\_\_\_

Student's Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

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 23, 2011.

**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 23. 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. 23. No ads accepted after October 21, 2011.**

#### Indicate the method by which you are submitting your ad.

\_\_\_\_\_ I want the yearbook staff to create my ad.

Circle the number of the **layout design** that you have chosen from the layout templates on the next pages.

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

#### Let us know how you are submitting your ad!

\_\_\_ I am submitting all pictures and text (typed) for the ad today.

\_\_\_ I am submitting \_\_\_\_\_ (qty.) pictures today and will submit a senior portrait as soon as I receive it from the photographer.

\_\_\_ I am enclosing payment with this contract.

\_\_\_ I will upload pictures, text and payment by Sept. 23.

\_\_\_ I will upload pictures, text and payment by Oct. 21.

\_\_\_\_\_ I created my ad as a JPG or PDF file.

\_\_\_\_\_ CD submitted directly to school. I am submitting payment with the CD and contract.

\_\_\_\_\_ I uploaded and paid for my ad to the "Buy your yearbook or ad" link. 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.

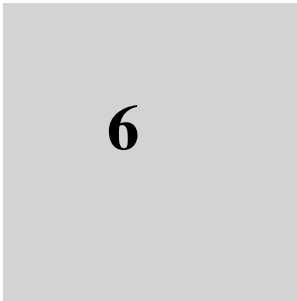
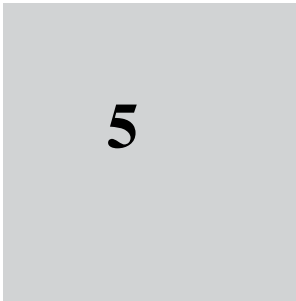
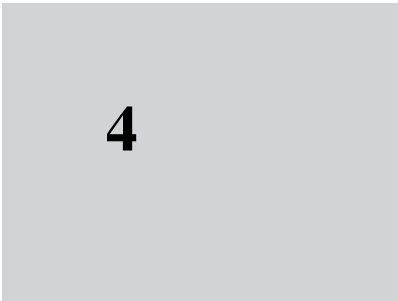
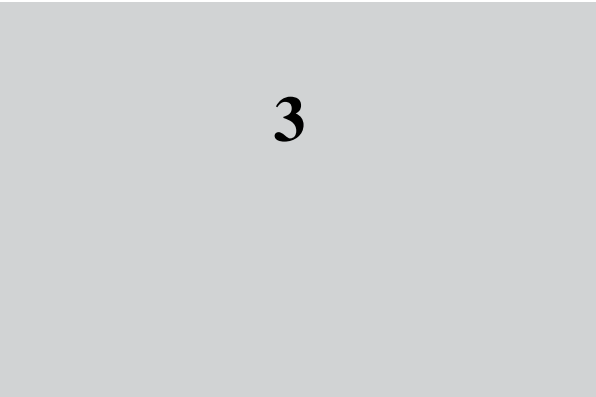
\_\_\_\_\_ It is OK for the yearbook staff to contact my student about this ad if necessary.

*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](http://phuhs.org), dropped off at school, given to a yearbook staff member, or mailed to: PHUHS Aftermath, 1900 Omaha St., Palm Harbor, FL 34683**

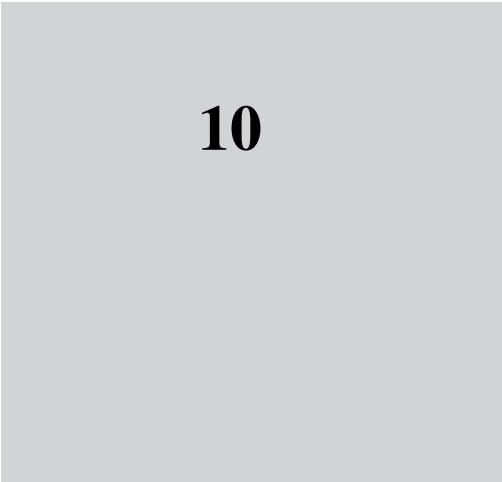
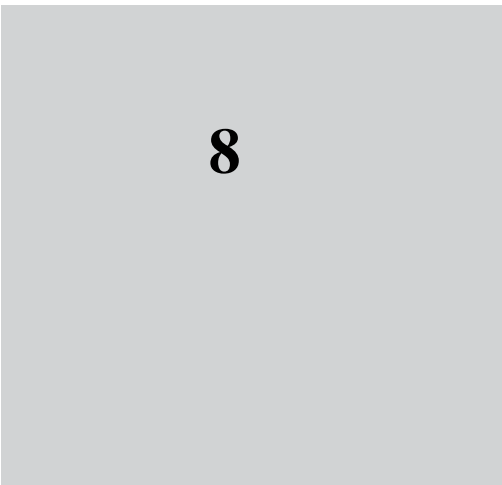
**F-01**

quote (optional)



**First name**  
**Last name**

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!



**F-02**

**1**

**2**

**First name**  
**Last name**

**4**

**3**

**5**

**6**

**7**

**8**

**9**

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!

**F-03**

**2**

**1**

**3**

**4**

**5**

**6**

**7**

**First name**

**Last name**

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!

**8**

**9**

**F-04**

**1**

**2**

## Name of student 1

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

**11**

## Name of student 2

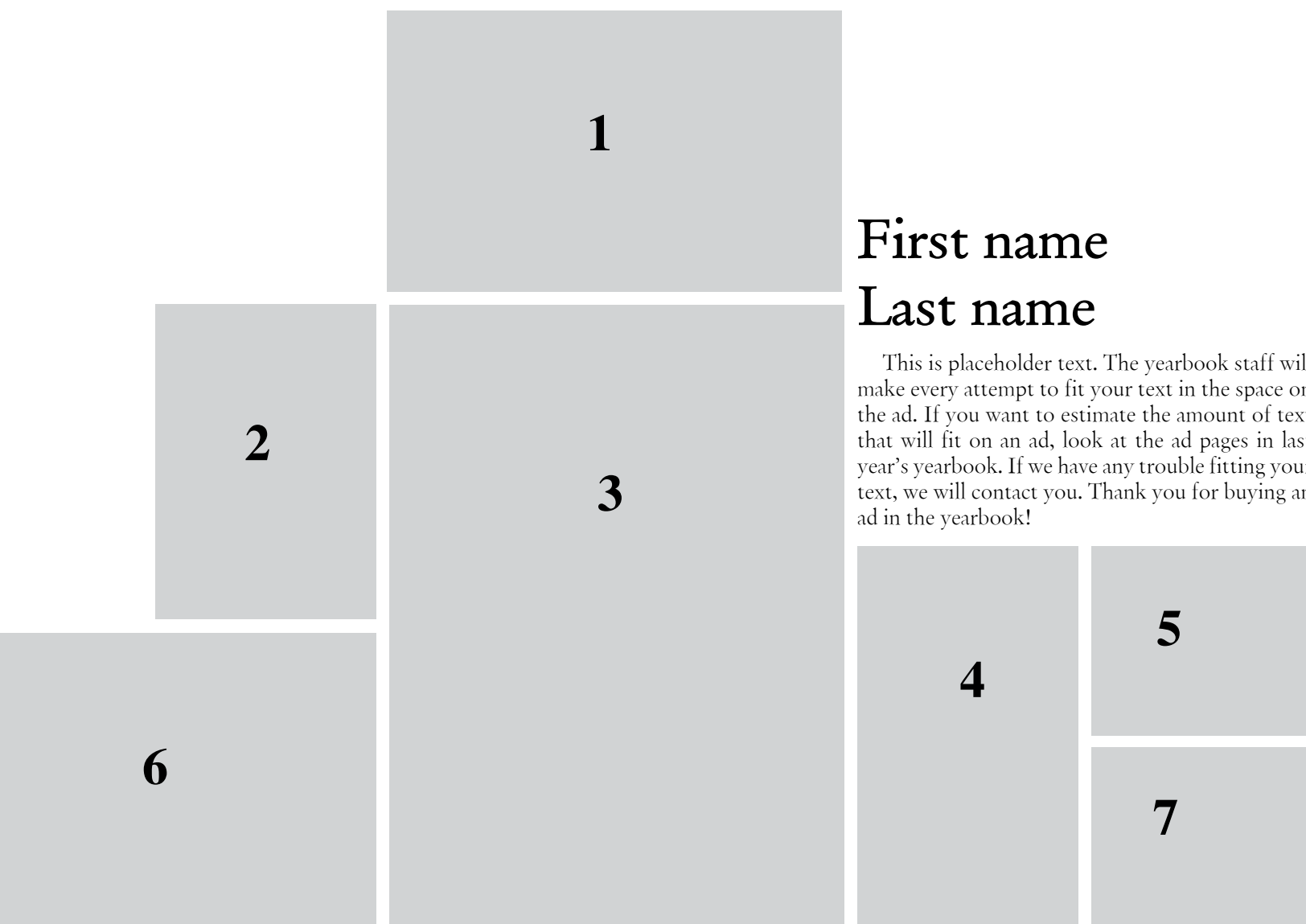
(can be deleted if only one student on this page)

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!

**12**

# H-05

This is a half-page ad with 7 pictures. Photo #2 is the best spot for a formal senior portrait if you choose to include one in the ad. Photo #3 could fit the senior portrait, but it is not the best choice for the senior portrait in this layout.



First name

Last name

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!

# H-06

This is a half-page ad with 5 pictures. Photo #2 is the best spot for a formal senior portrait if you choose to include one in the ad.

1

2

3

4

First name

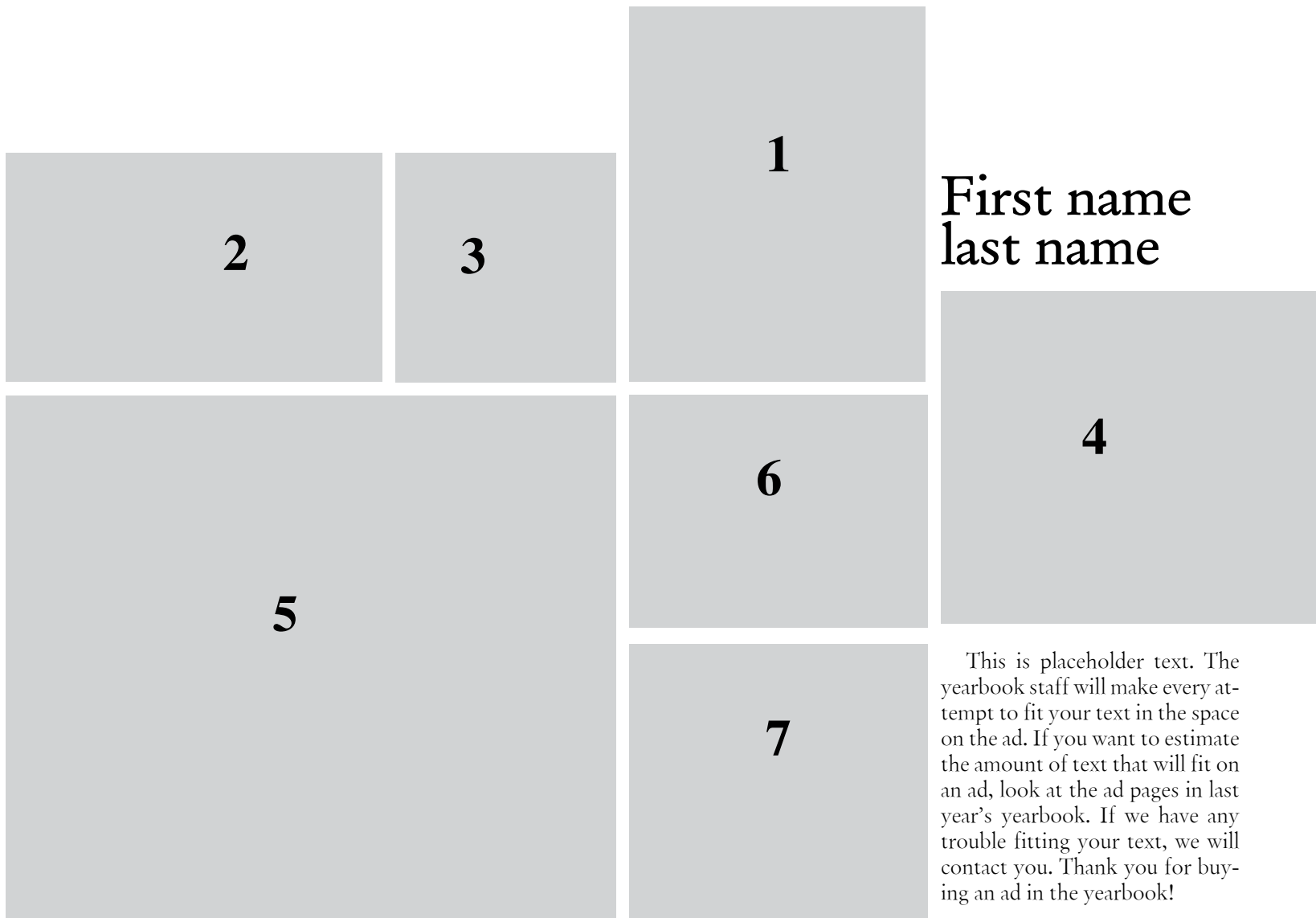
Last name

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will

5

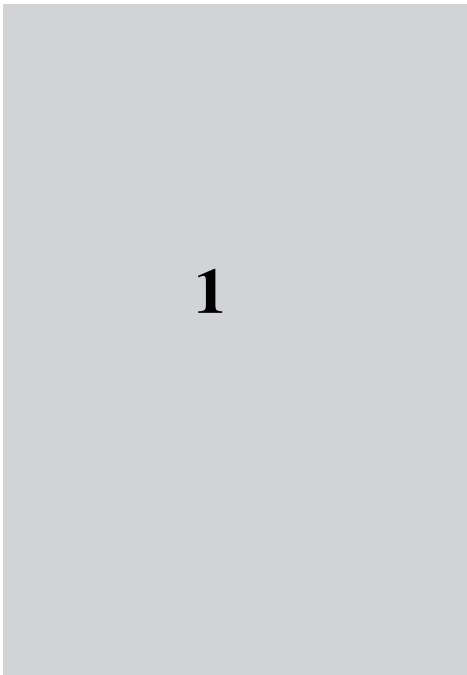
# H-07

This is a half-page ad with 7 pictures. Photo #1 is the best spot for a senior portrait if you choose to include one in the ad.



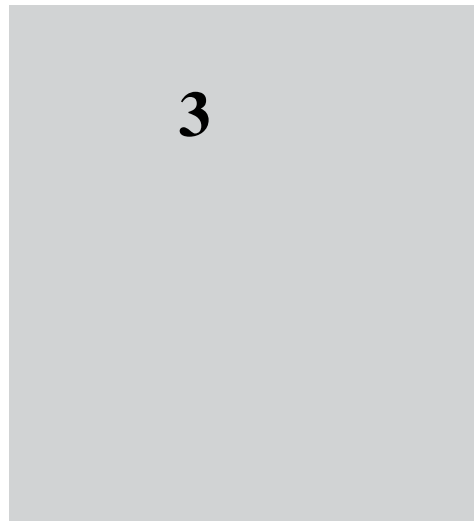
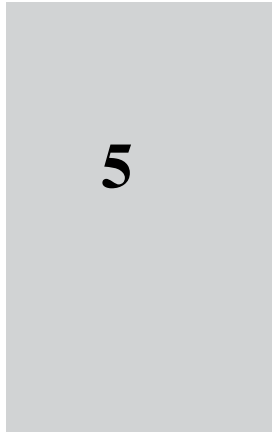
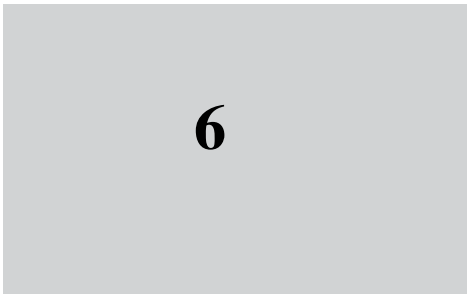
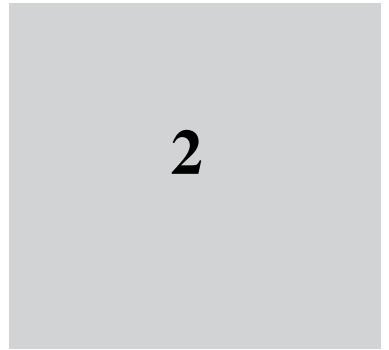
# H-08

This is a half-page ad with 6 pictures. Photo #1 is the best spot for a senior portrait if you choose to include one in the ad.



**First name**  
**Last name**

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!



# Q-09

This is a quarter-page ad with 3 pictures. Photo #1 is the best spot for a formal senior portrait if you choose to include one in the ad.

**First name**

**Last name**

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!

**1**

**2**

**3**

# Q-10

This is a quarter-page ad with 5 pictures. This layout is not designed to include a formal senior portrait.

**1**

**2**

**3**

**4**

**5**

**First name**  
**Last name**

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buy-

# Q-11

This is a quarter-page ad with 4 pictures. Photo #1 is the best spot for a formal senior portrait if you choose to include one in the ad.

**1**

**First name**  
**Last name**

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the yearbook!

**2**

quote (optional)

**3**

**4**

# Q-12

This is a quarter-page ad with 3 pictures. Photo #2 is the best spot for a formal senior portrait if you choose to include one in the ad.

1

First name  
Last name

2

This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying an ad in the

3