



# Aftermath 2015

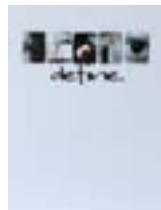
Palm Harbor University High School Yearbook  
1900 Omaha Street, Palm Harbor, FL 34683  
727.669.1131 x2520      aftermath.phuhs@gmail.com

## Why should you buy a yearbook all 4 years of high school?

Aftermath  
2015  
  
coming  
May 2015



- Experience all the events of the year even if you can't actually attend all the events.
- See how you, your friends and your teachers change over the years.
- Before your 10-year reunion, enjoy a good laugh at the fashions that were so trendy in 2015 but are now so "last decade" in 2020.
- All your friends and fellow club members/teammates are all together, forever.
- You don't want to be "that" person who's always saying, "Can I look at your yearbook? I didn't buy one!"
- See who your friends were each year, and how these friendships evolved.
- Getting your yearbook signed each year is awesome!
- Remember Xanga? Myspace? Path? Formspring? No? Well, your yearbook will never go away like these once-popular-but-now-defunct websites.



## Yearbook Sales

**Price: \$60.00** This price includes namestamping on the front cover.

### Yearbooks will be sold at school:

at new student orientation in August before school starts

at Back to School Night, August 25, 2014

during lunches on these dates:

September 30 - October 2, 2014

October 28-30, 2014

December 2-4, 2014

January 13-15, 2015

### Yearbooks can also be ordered online.

Click the "Buy your yearbook or ad" link on the [phuhs.org](http://phuhs.org) home page. The link will be active by the beginning of August 2014. There is a small service charge for online orders.

**The last day for online orders is January 21, 2015.**

**Senior Portraits and Senior Yearbook Ads  
Information on the following pages**



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## Yearbook and Senior Portrait Information Class of 2015

It's time to start making those senior memories! Here are the dates you need to know in order to be included in your yearbook. Questions? Email us at [aftermath.phuhs@gmail.com](mailto:aftermath.phuhs@gmail.com).

### Senior portraits

- Official yearbook photographer:  
Prestige Portraits - studio is in Oldsmar  
12040 Racetrack Road, Tampa 33626  
1-800-361-8694  
There is a \$15 sitting fee.
- **Deadline for getting your senior portrait taken: September 20, 2014**
- If you are photographed by Sept. 20, 2014, you will be able to pick your pose for the yearbook.
- 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 ads

- Honor the accomplishments of your senior!
- **New this year - add a VIDEO to your senior ad - see details on the following pages!**
- **On-time deadline for purchasing: Friday, October 24, 2014.**  
10% discount for ads submitted by Oct. 24
- All text, pictures (except senior portrait), and payment are due on this date. Incomplete ads will not be accepted.
- **Full price deadline - Friday, Nov. 7, 2014**  
No senior ads accepted after Nov. 7.
- See the contract on [phuhs.org](http://phuhs.org) for all the details and prices.
- **Note: Purchasing an ad does not include a yearbook; you must purchase the yearbook in addition to buying a senior ad.**



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## Early Deadline for Senior Yearbook Ads

**Friday, October 24, 2014**

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

**Absolute, final deadline for buying a Senior Yearbook Ad - Nov. 7, 2014**

### Frequently Asked Questions

#### **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 (see the link on the phuhs.org home page) or on a CD delivered to us at school (Mrs. Cannaday's mailbox or room 4-115).
2. Submit pictures and text, and have the yearbook staff create the ad. You can upload this info online or deliver it to school.

#### **\*\*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 template (scroll down for all 12 options) 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. If you want, include a printout of the template with picture descriptions, or give us a list of which picture should go into which box. A picture description can be as simple as something like this: "birthday party," "brown cowboy hat," "pink dress," "family in front of cruise ship."

Be sure that you consider how the pictures will fit into the boxes. Horizontal pictures go in horizontal boxes, vertical pictures go in vertical boxes.

#### **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 May

#### **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.





## New - Custom Options

**Schedule an appointment for a one-to-one session with a yearbook staffer to create a custom-designed ad. Details on the following page.**

**Add a personal video message attached to your ad. The video can be a verbal "congratulations" to your graduate or a slide show of additional pictures. Details on the following page.**

# Bring your senior ad to life with an Aurasma video

## Learn how the app works:

1. Visit the App Store or Google Play and download the Aurasma app.
2. Swipe through tutorial screens, then press Skip on the account setup screen.
3. In the app, tap  and then .
4. Type *Palm Harbor University HS* and tap Search or Done.
5. Select our school and then tap Follow.
6. You will designate one photo in your ad to be the trigger photo.  
It will be marked with the  logo.
7. Tap , point the viewfinder over the trigger photo and watch it come to life!

## See how the app works:

1. Go to page 287 in the *Aftermath 2015*.
2. Using the Aurasma app, hover your phone over Angie Kircher's senior picture.
3. The video will start to play. It is a slide show of additional pictures that Angie provided. Double-tap the screen to anchor the video, and you can then move your phone away from the page to enjoy the video.
4. We will create a video from the additional photos that you provide.
5. We can add non-copyrighted music to your ad.
6. You can also provide a 30-45 second video that you create. This can be a video message to your senior, or a clip from a special occasion, or your own slide show of photos.
7. If you want to include a video with your ad, a yearbook staffer will work with you to create this special addition to your senior's page. When you fill out the Senior Ad Contract (on the next page), just specify you also want a video, and we will contact you to discuss it.

## Schedule an appointment with an Aftermath staff member to create your custom ad

Do you want help in designing your senior yearbook ad?  
Yearbook staffers will be available to work with you one-to-one.

**Cost: \$20 for a 30-minute session**

**Tuesday, October 14, 6-8 p.m.**

**Wednesday, October 22, 2-3 p.m. and 6-8 p.m.**

Email Mrs. Cannaday at [cannadayj@pcsb.org](mailto:cannadayj@pcsb.org) to schedule your appointment.

# Aftermath 2015

# Senior Ad Contract

|   | Color                            | B & W       |
|---|----------------------------------|-------------|
| <b>Full page (8-1/4" W x 10-1/2" H)</b> |                                  |             |
| on or before Oct. 24                    | _____ \$390                      | _____ \$200 |
| Oct. 25 - Nov. 7                        | _____ \$430                      | _____ \$220 |
| <b>Half page (8-1/4" W x 5-1/4" H)</b>  |                                  |             |
| on or before Oct. 24                    | _____ \$290                      | _____ \$150 |
| Oct. 25 - Nov. 7                        | _____ \$320                      | _____ \$165 |
| <b>Quarter page (4" W x 5-1/4" H)</b>   |                                  |             |
| on or before Oct. 24                    | _____ \$190                      | _____ \$ 90 |
| Oct. 25 - Nov. 7                        | _____ \$210                      | _____ \$100 |
| Add a video to your 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 front of the book:

**ON-TIME DEADLINE for placing a senior ad: Friday October 24, 2014.**

**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 October 24. 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. 25. No ads accepted after November 7, 2014.**

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

\_\_\_\_\_ I want the yearbook staff to create my ad using a pre-designed template (examples on following pages).

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 (including the senior picture if I want it in the ad), text (typed) & payment today.

\_\_\_ I am submitting \_\_\_ (qty.) pictures, payment, and text today and will submit a senior portrait as soon as I receive it.

\_\_\_ I paid and uploaded pictures online. Date: \_\_\_\_\_

\_\_\_ I paid online and am submitting pictures and text today to school.

\_\_\_\_\_ 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 CD and contract.

\_\_\_ I uploaded and paid for my ad 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**

**F-01**

Name of Student

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

**11**

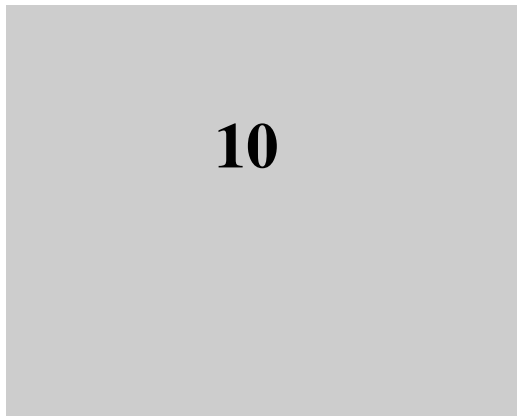
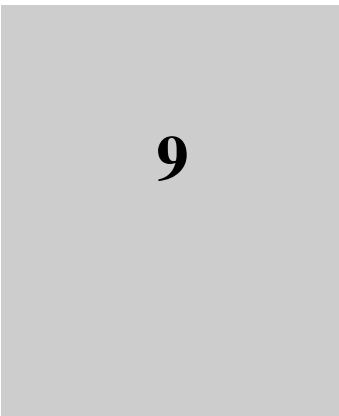
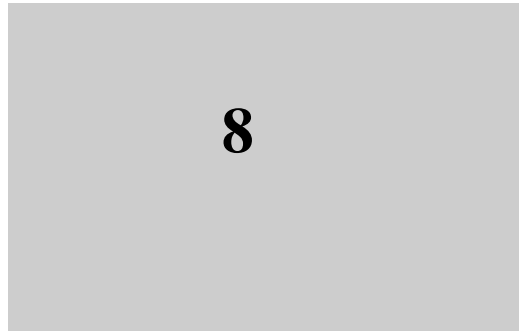
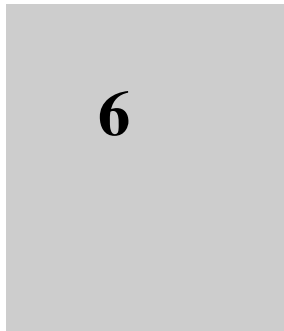
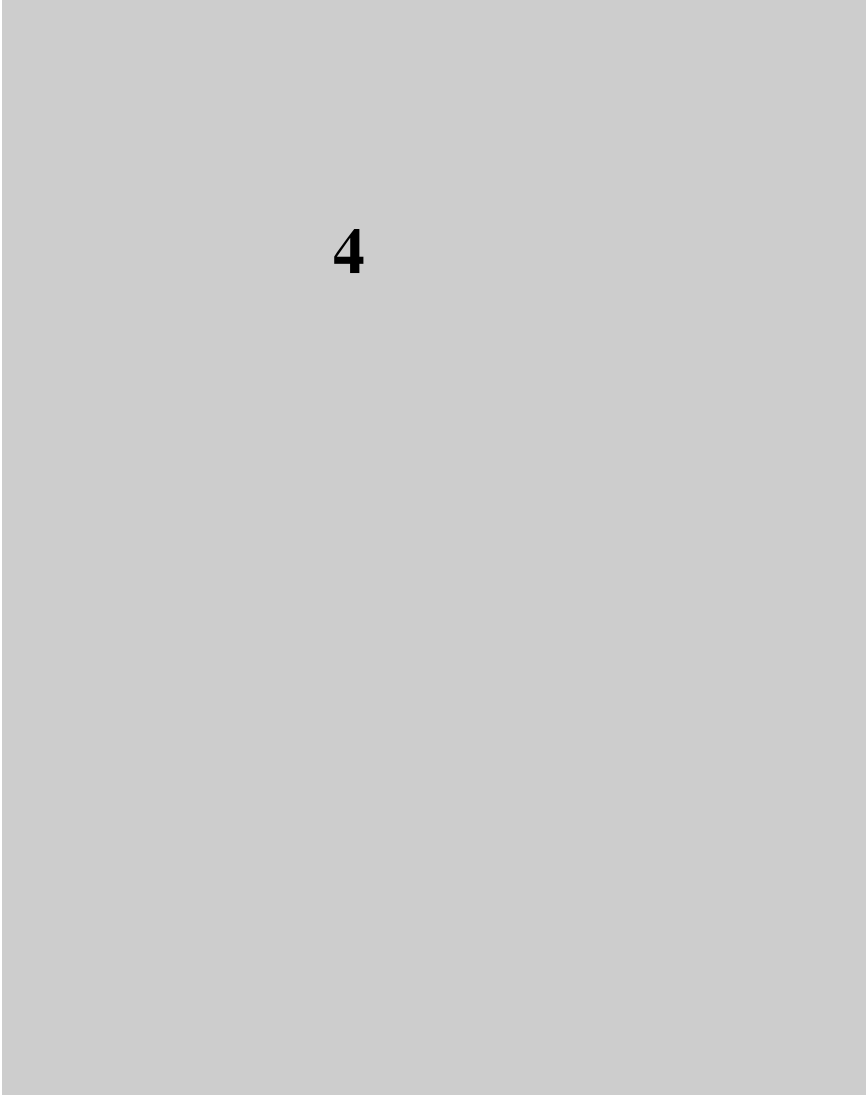
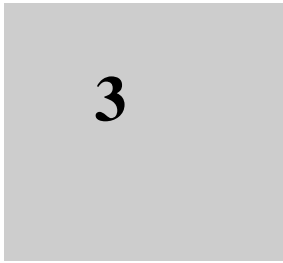
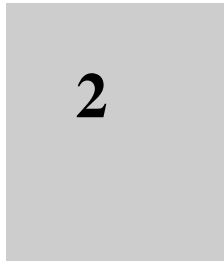
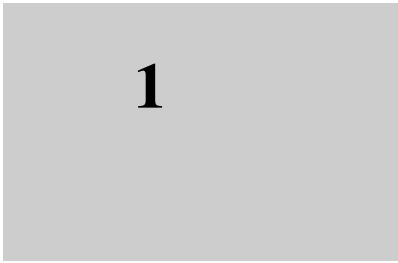
**12**

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!

**13**

**F-02**

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-03**

1

2

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.

**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.

**12**

# H-05

This is a half-page ad with 9 pictures.

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

The advertisement layout consists of nine numbered gray placeholder boxes arranged as follows:

- 1**: A rectangular box in the top right corner.
- 2**: A rectangular box to the right of box 1.
- 3**: A rectangular box on the left side, below the name labels.
- 4**: A rectangular box to the right of box 3.
- 5**: A large rectangular box in the center of the page.
- 6**: A large rectangular box on the right side, below boxes 1 and 2.
- 7**: A large rectangular box on the left side, below boxes 3 and 4.
- 8**: A rectangular box in the bottom right corner.
- 9**: A rectangular box to the right of box 8.

**H-06**

This is a half-page ad with 5 pictures.

**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

**5**

# H-07

This is a half-page ad with 7 pictures.

The ad template consists of seven numbered placeholder boxes and a text area. Box 1 is a vertical rectangle on the right side. Box 2 is a horizontal rectangle on the left side. Box 3 is a smaller horizontal rectangle below box 2. Box 4 is a vertical rectangle below box 3. Box 5 is a large horizontal rectangle on the left side, below box 2. Box 6 is a horizontal rectangle below box 5. Box 7 is a horizontal rectangle below box 6. The text area is located to the right of box 1 and above box 4.

1

2

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!

**H-08**

This is a half-page ad with 8 pictures.

The ad template consists of a grid of 8 numbered placeholder boxes and a text area. The boxes are arranged as follows: a 2x2 grid on the left (boxes 1, 2, 6, 7), a large central box (box 2), a 2x2 grid on the right (boxes 3, 4, 5, 8), and a text area at the bottom right.

**Name of Student**

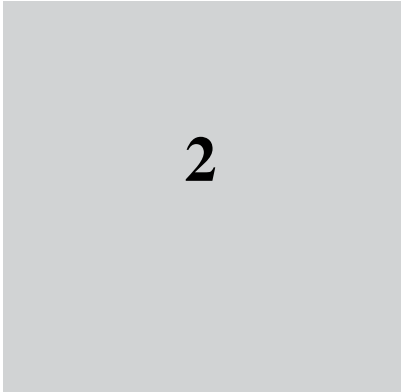
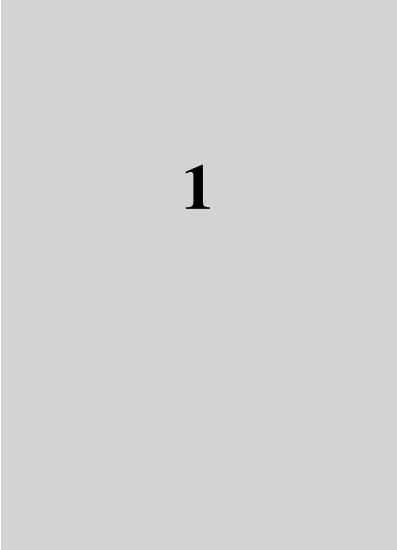
This is placeholder text. The yearbook staff will make every attempt to fit your text in the space on the ad. If you want to estimate the amount of text that will fit on an ad, look at the ad pages in last year's yearbook. If we have any trouble fitting your text, we will contact you. Thank you for buying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

**Q-09**

This is a quarter-page ad with 3 pictures.

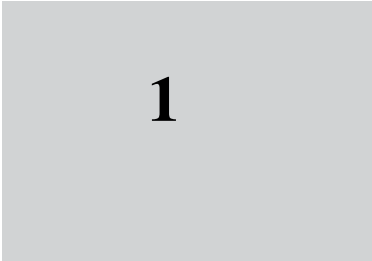
**First name**  
**Last name**

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-10**

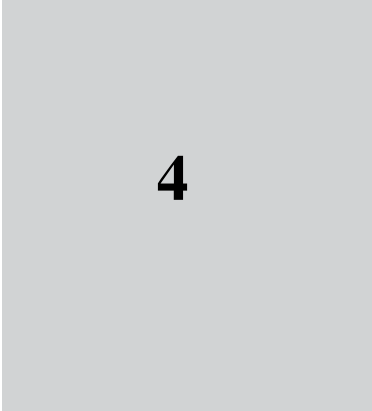
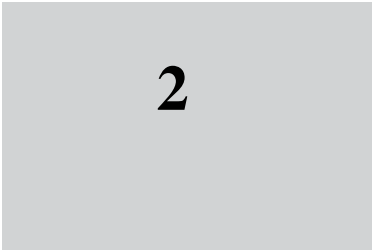
This is a quarter-page ad with 5 pictures. This layout is not designed to include a formal senior portrait.



**First name**

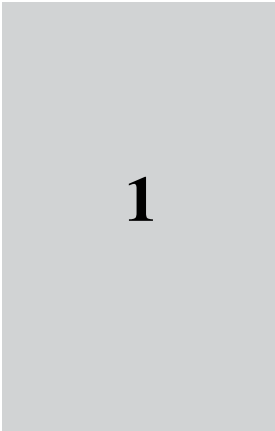
**Last name**

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



**Q-11**

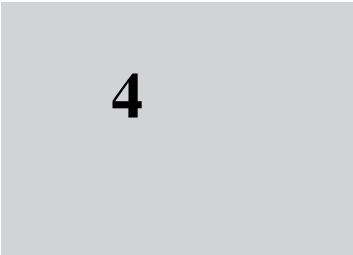
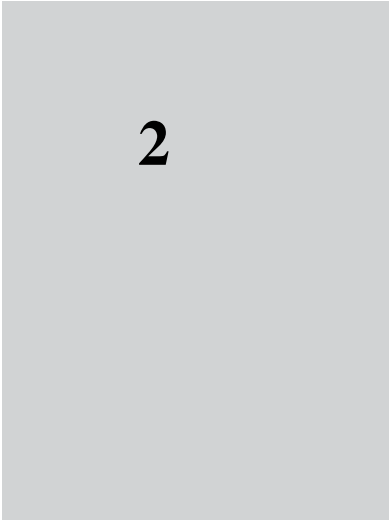
This is a quarter-page ad with 4 pictures.



**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-12**

This is a quarter-page ad with 3 pictures.

**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!

**3**