School Customized Marketing Catalog

Walsworth yearbooks

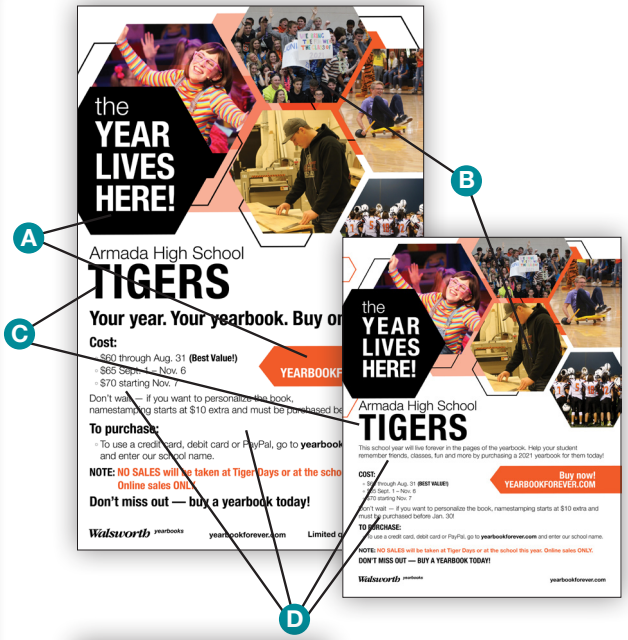
Order Form Click Here

Instruction Sheet

Yearbook Sales
- Posters
- Yearbook Cover Posters
- Fliers
- Postcards
- Yearbook Order Cards
- Vertical Vinyl Banners
- Customized Marketing Packages
  - Gold
  - Silver
  - Bronze
- Take Home Order Forms
- Mail Home Order Forms
- Cultural Marketing
  - Flier
  - Postcard
  - Vertical Vinyl Banner
- Parent Email Program (PEP)

Ad Sales
- Postcards
- Fliers
- Brochures

Price List



Get personalized marketing materials without the fuss. These items designed by Walsworth just need your school name, colors, mascot and sales information. Select one of the copy options or write your own. Choose the items that will work best for you. Walsworth does the rest.

Customized items must be ordered online. Go to **walsworthyearbooks.com/marketing** and click on **Order Customized Marketing**.

If you want to print these items at school, we will send you a print-ready PDF at no cost. If you want Walsworth to print, you can see our printing estimates at the end of this catalog.

For questions, please email: **schoolmarketing@walsworth.com.**

Customize for your school

- **A** Enter your school's colors.
- **B** Submit photos of your school's students.
- **C** Add your school's mascot. (Image must be at least 300 dpi)
- **D** Include your sales and pricing information.

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Posters

Get your school excited about yearbook sales with these posters with your school's name, mascot and colors, plus photos of students from your school in action. (14" x 22")

item #SM001

Prices vary; see price list on page 18 or online order form.

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

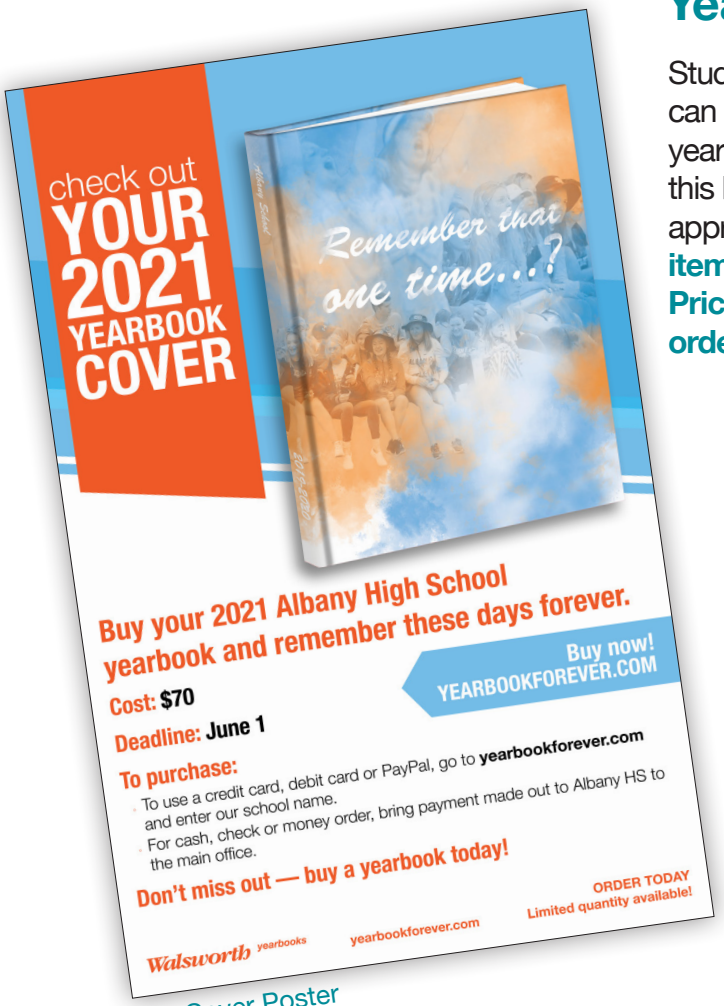
- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Yearbook Cover Posters

Students are more interested in buying what they can see. Use this poster to show off or tease your yearbook's cover to convince students they will want this book on their shelves forever. You must have a final approved cover to receive this poster. (14" x 22")

item #SM002

Prices vary; see price list on page 18 or online order form.



Full Cover Poster

Sneak Peek Cover Poster

Questions? Contact us:

schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Order Form Click Here

Fliers

Like the posters, but you can also add an order form – a great way to alert parents yearbooks are on sale now. Available without order form or as a two-sided flier with images on front and options order form on back.
(8 ½" x 11")

item #SM005

Prices vary; see price list on page 18 or online order form.

Flier with order form

Two-sided flier with order form on the back

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

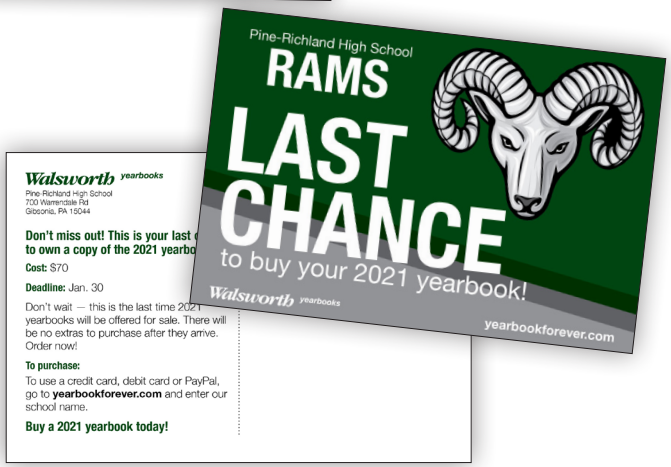
Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Postcards

These postcards with your school name, colors and photos will be noticed even in a large stack of mail. Use them to tell parents yearbooks and ads are on sale, how much they are and how to buy them. (Two-sided, 4" x 6")

item #SM009
item #SM010 (Senior Ad)
item #SM038 (Last Chance version)
Prices vary; see price list on page 18 or online order form.



Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Front Back

Order Cards

You need to tell students in a few different ways when yearbooks are on sale, and these cards are a great supplement to PA announcements, emails and fliers. Hand out when you are out and about taking photos or at lunch a day or two before you set up your sales table. (Two-sided, 3½" x 2")

item #SM019

Prices vary; see price list on page 18 or online order form.

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

With Mascot

Without Mascot

Vertical Vinyl Banners

Draw students and parents to your sales table or advertise your sale at the front office or a basketball game. These colorful vinyl banners do the trick. The banners are created with your school colors and can include your mascot. (24” x 63”, includes stand and carrying bag)

item #SM008

$91

Questions? Contact us:

schoolmarketing@walsworth.com

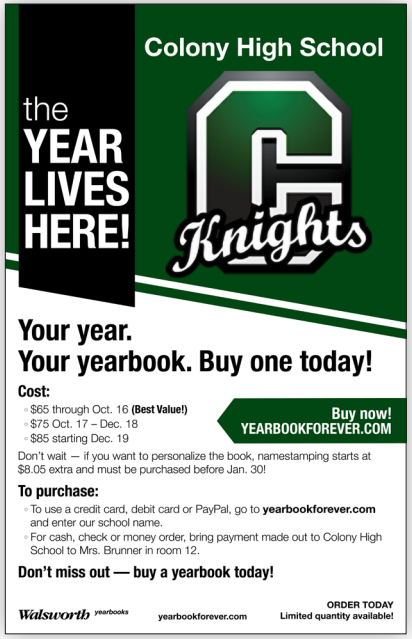
School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Poster



Flier

Postcards

Banner

Order Card

GOLD

Customized Marketing Packages – GOLD

Order a complete marketing package and fill out the order form only once. The Gold package includes a vertical banner that can be used year after year. All items are customized with the school's name, mascot, colors and any images provided. Each package includes:

- **Vertical Vinyl Banner item #SM001** – 1 per package
- **Flier item #SM005** – quantity selected by school
- **Postcard item #SM009 (4" x 6")** – quantity selected by school
- **Postcard item #SM038 (Last Chance - 4" x 6")** – quantity selected by school
- **Poster item #SM001 (14" x 22")** – 20 per package
- **Order Card item #SM019** – quantity selected by school

Prices vary; see price list on page 18 or online order form.

Questions? Contact us:
schoolmarketing@walsworth.com

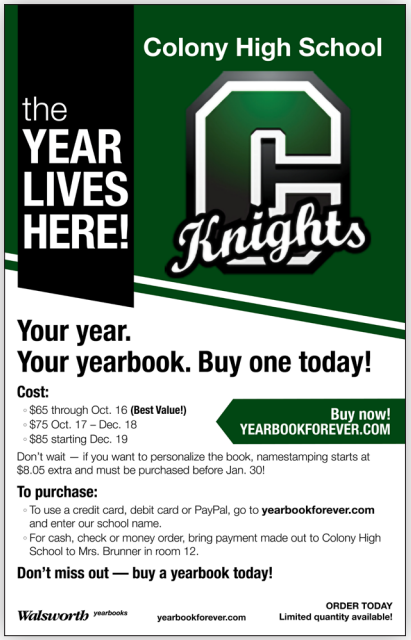
School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Poster



Flier

Postcards

Customized Marketing Packages – SILVER

It's easy to order a complete marketing package! With the Silver package, get these four items and only fill out the ordering form once. All items are customized with the school's name, mascot, colors and any images provided. Each package includes:

- **Flier item #SM005** – quantity selected by school
- **Postcard item #SM009 (4" x 6")** – quantity selected by school
- **Postcard item #SM038 (Last Chance version - 4" x 6")** – quantity selected by school
- **Poster item #SM001 (14" x 22")** – 20 per package

Prices vary; see price list on page 18 or online order form.

SILVER

Questions? Contact us:
schoolmarketing@walsworth.com

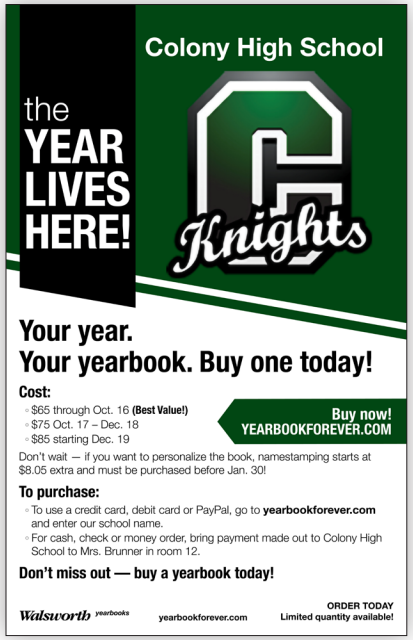
School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Poster



Flier

Postcard

Customized Marketing Packages – BRONZE

It's easy to order a complete marketing package! With the Bronze package, get these three items and only fill out the ordering form once. All items are customized with the school's name, mascot, colors and any images provided. Each package includes:

- **Flier item #SM005** – quantity selected by school
- **Postcard item #SM038 (Last Chance version - 4" x 6")** – quantity selected by school
- **Poster item #SM001 (14" x 22")** – 20 per package

Prices vary; see price list on page 18 or online order form.

BRONZE

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Order Form Click Here

Folded

Take Home Pocket Envelopes

Our take home pocket envelopes are a great way to market your yearbook and include an order form. The attached envelope makes it convenient for parents to return their order forms and payments to you.
(8½" x 4" folded)

item #SM021

Prices vary; see price list on page 18 or online order form.

Questions? Contact us:
schoolmarketing@walsworth.com

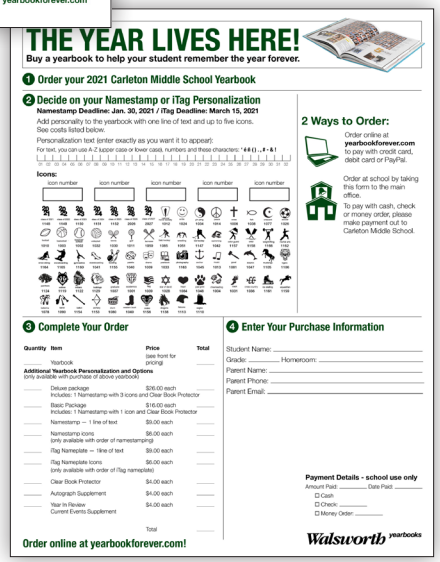
School Customized Marketing Catalog

Walsworth yearbooks

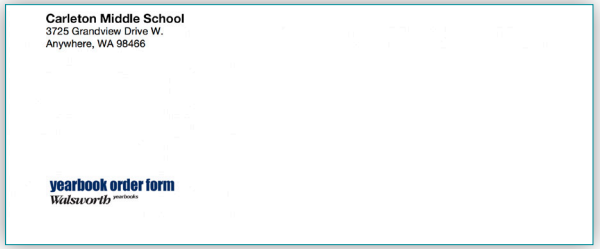
Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Flier front



Flier back



Mailing envelope

Return envelope

Mail Home Order Forms

Send yearbook order forms directly home to the parents. Package includes two-sided flier/order form (8½x11), one external/mailing envelope and one internal/return envelope. Return envelope will have the school's mailing address pre-printed for parents to send payment. Price does not include postage.

item #SM021

Prices vary; see price list on page 18 or online order form.

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

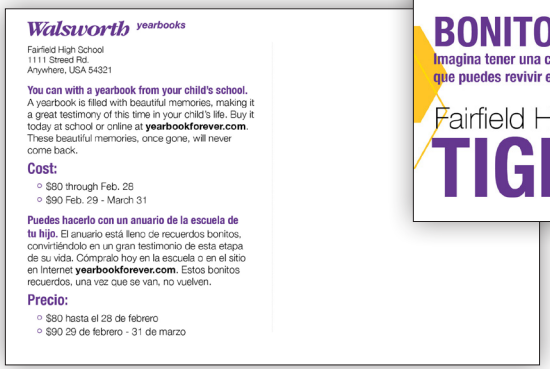
- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Flier

Bilingual Marketing

Do more than send Spanish-language marketing materials home. Send something that explains the tradition of yearbook and its value today and in the future.

Flier item #LM004-7
Postcard item #LM009
Prices vary; see price list on page 18 or online order form.



Postcard

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Vertical Vinyl Banner

Catch the eyes of every student and parent wherever you set up your sales table – at lunch or parent-teacher conferences. These simple bilingual vinyl banners are created with your school colors and can include your mascot.
(24” x 63”, includes stand and carrying bag)

item #LM008

$91

Questions? Contact us:

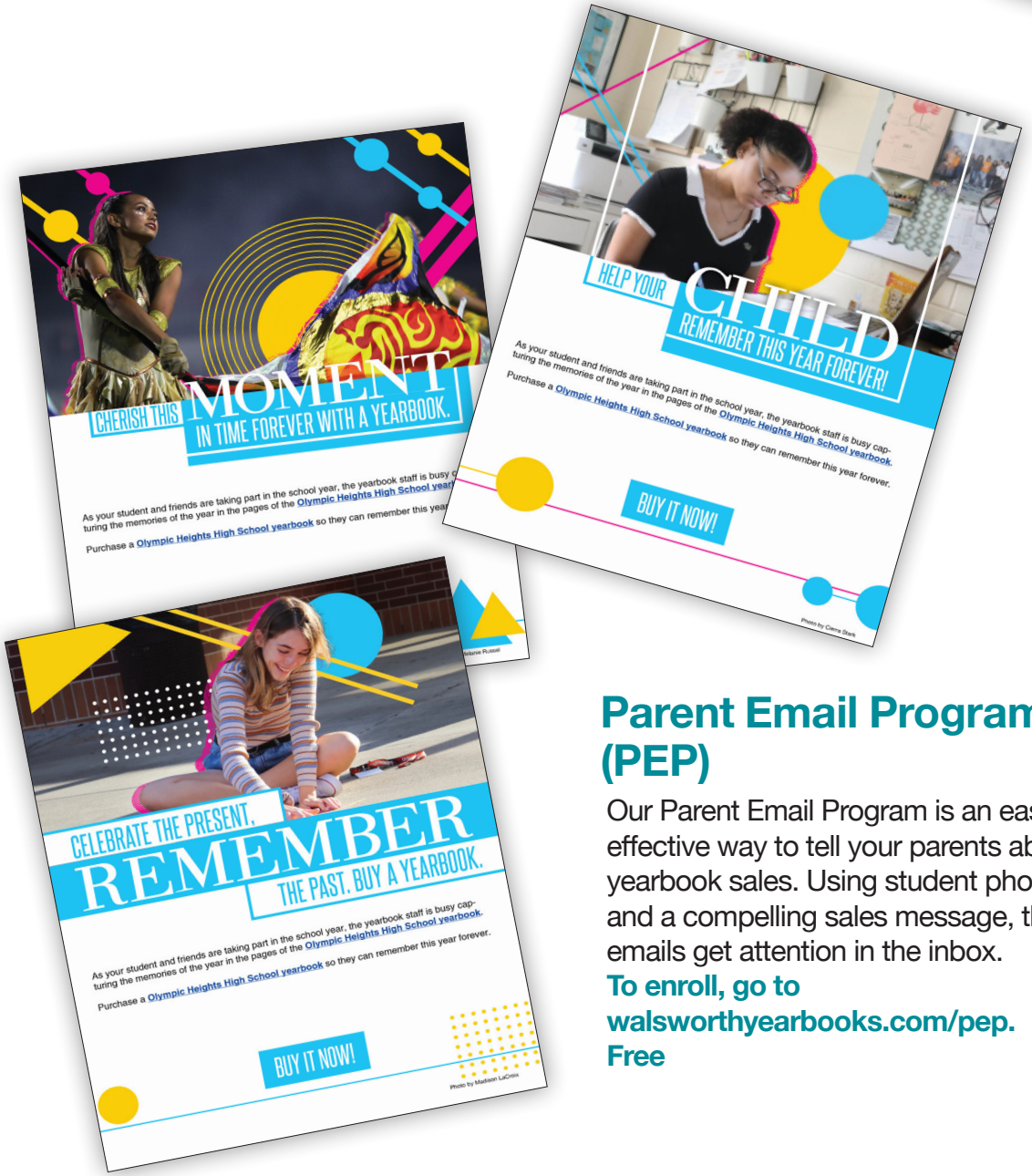
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List



Parent Email Program (PEP)

Our Parent Email Program is an easy, effective way to tell your parents about your yearbook sales. Using student photography and a compelling sales message, these emails get attention in the inbox.

To enroll, go to walsworthyearbooks.com/pep.

Free

Questions? Contact us:

schoolmarketing@walsworth.com

School Customized Marketing Catalog

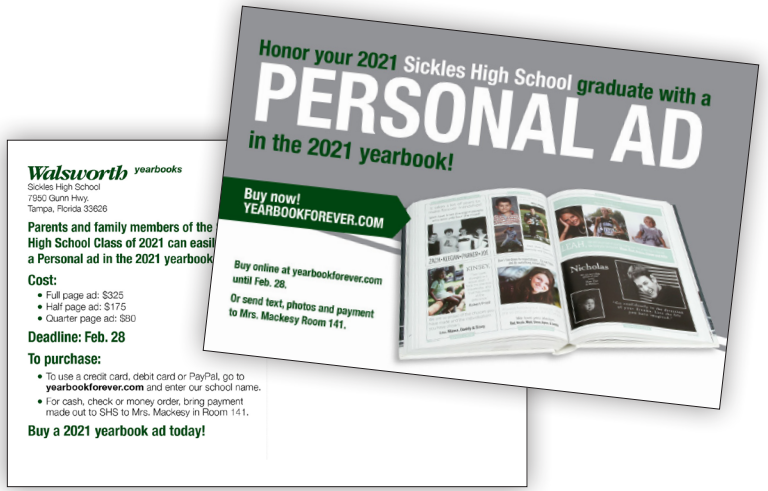
Walsworth yearbooks

Order Form Click Here

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

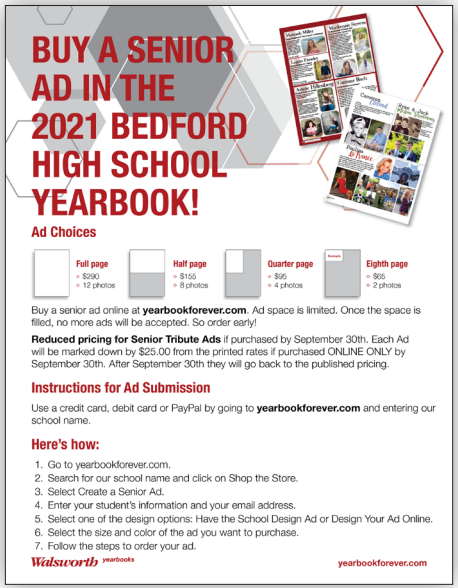
Ad Postcards

Send the message home that parents can conveniently purchase ads online. (4” x 6”)
item #SM010
Prices vary; see price list on page 18 or online order form.



Ad Flier

Send the message home that parents can conveniently purchase ads online. (8.5” x 11”)
Prices vary; see price list on page 18 or online order form.



Questions? Contact us:

schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Order Form Click Here

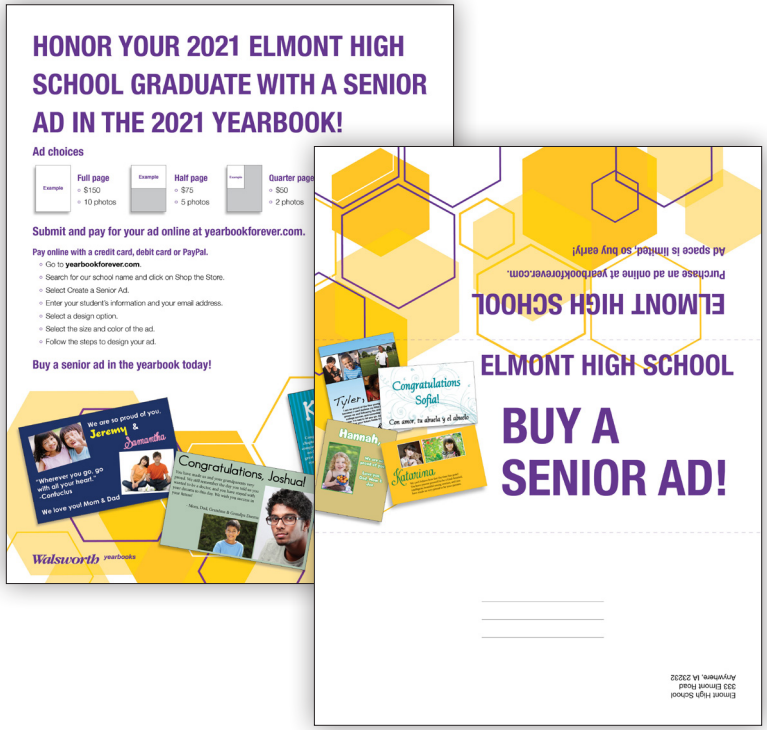
Ad sales flier with order form

Ad Tri-fold Brochures

Send the message home that parents can conveniently purchase ads online. (8.5” x 11”)

Prices vary; see price list on page 18 or online order form.

Folded



Two-sided flier (trifold)
Flier with order form on back

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Order Form Click Here

- First hour of art time is free.
- PDFs are available at no charge.
- Have images ready to upload when filling out the Customized Marketing Request Form.
- Postage and shipping are not included in prices.
- Please allow 7-10 working days for proof.
- Prices subject to change.

Posters - 14 x 22

Four-color one-sided

20	50	100
$28	$65	$111

Fliers - 8½ x 11

	100	250	500	1000	2500
Four-color one-sided	$10	$25	$50	$100	$250
Four-color two-sided	$20	$50	$100	$200	$500
Ad Tri-fold Brochure	$145	$266	$448	$593	$1,227

Postcards - 4 x 6

Four-color two-sided. Price does not include postage (current U.S. postage rate is $0.40 each).

100	250	500	1000	2500
$56	$76	$109	$162	$357

Order cards/Event cards/Info cards - 3½ x 2

Four-color two-sided

100	250	500	1000	2000
$35	$40	$50	$60	$99

Vertical vinyl banners - 24 x 63

Custom vertical banner – $91 each (stand and carrying bag included)

Customized Marketing Packages - Gold

Charge to school per student

100	250	500	1000	2500
$3.50	$2.45	$2.05	$1.65	$1.45

Customized Marketing Packages - Silver

Charge to school per student

100	250	500	1000	2500
$2.20	$1.95	$1.75	$1.50	$1.35

Customized Marketing Packages - Bronze

Charge to school per student

100	250	500	1000	2500
$1.30	$1.10	$0.95	$0.80	$0.75

Questions? Contact us:
schoolmarketing@walsworth.com

School Customized Marketing Catalog

Walsworth yearbooks

- Instruction Sheet
- Yearbook Sales
  - Posters
  - Yearbook Cover Posters
  - Fliers
  - Postcards
  - Yearbook Order Cards
  - Vertical Vinyl Banners
  - Customized Marketing Packages
    - Gold
    - Silver
    - Bronze
  - Take Home Order Forms
  - Mail Home Order Forms
  - Cultural Marketing
    - Flier
    - Postcard
    - Vertical Vinyl Banner
  - Parent Email Program (PEP)
- Ad Sales
  - Postcards
  - Fliers
  - Brochures
- Price List

Order Form Click Here

Take Home Order Forms - 8½ x 14

Four-color two-sided order form with pocket envelope. Price does not include postage (U.S. postage rate is $0.55 as of Jan. 27, 2019).

100	250	500	1000	2500
$25	$62.50	$125	$250	$625

Mail Home Order Forms - 8½ x 14

Four-color two-sided flier with size 9 and size 10 envelopes. Price does not include postage (U.S. postage rate is $0.55 as of Jan. 27, 2019).

100	250	500	1000	2500
$40	$100	$200	$400	$1,000

Questions? Contact us:
schoolmarketing@walsworth.com