

THE CARDINAL YEARBOOK

Pocono Mountain East High School

231 Pocono Mountain School Road
570. 839.7121 ext. 80400

Instagram: [ehsybook](#)

Swiftwater, PA 18370

www.pmsd.org/pmehs/

Facebook: [Pocono Mtn. East HS Yearbook](#)

Straight from the heart and into the yearbook!

The yearbook staff is offering space to congratulate a graduate or tell your student how proud you are! Friends, loved ones and siblings can express their good wishes and remember good times! Regardless of the occasion, your ad provides a great way to recognize a student or group that our staff may not otherwise be able to cover. To reserve your space, follow these guidelines:

PRICES/SIZES:

ALL COLOR ads are available in the following sizes for the prices shown:

- 1/8 page: \$45.00
- 1/4 page: \$80.00
- 1/2 page: \$160.00
- Full page: \$245.00

STEP-BY-STEP INSTRUCTIONS

- 1] Select ad size and design.
- 2] Complete the Order Form provided.
- 3] Type or print neatly all text for the ad on the Order Form or attach it on a separate sheet of paper.
- 4] Provide payment. Make checks payable to PMSD Activity Fund.
- 5] Deliver or mail all of the materials to yearbook staff by **January 26, 2024**.
- 6] Retain this form for reference.

AD & PAYMENT
DEADLINE: JAN. 26, 2024

PHOTO SUBMISSION GUIDELINES

- Do not cut, glue or tape photos.
- Care will be taken to return photos; however, copy prints should be submitted for irreplaceable photos. The school, yearbook staff and the yearbook company do not accept responsibility for lost or damaged photos.

Emailing the photos as a jpeg or tiff file is the easiest if that's possible. Send them directly to Dr. Bracey at cbracey@pmsd.org.

- If you would like your photos returned, you must indicate so and include a self-addressed, stamped envelope.
- Photos will be enlarged or reduced to fit the layout. Sending digital copies on a disk or flash drive will ensure the best print quality. You can also email them to Dr. Bracey: cbracey@pmsd.org
- Write your name, address and phone number on a Post-It or piece of paper attached to the back of each photo. Do NOT write directly on the photos.
- Photos will be returned by mail after the yearbooks are distributed if a self-addressed stamped envelope is

included.

SPECIAL CONSIDERATIONS

- The yearbook staff reserves the right to reject photos or text or ask the customer to make changes to conform to the policies and standards of the Pocono Mountain School District and the yearbook staff.
- Ad space is sold on a first-come, first-served basis. If your ad is unable to run, it will be

ORDER FORM

To reserve yearbook space please respond by **1/26/24** by providing the following:

- This Order Form
- Ad Photo(s) & Return envelope if desired
- Ad Text
- Check payable to:
PMSD Activity Fund

- Mail or deliver to:
Pocono Mtn. East High School
ATTN: C.Bracey/Yearbook Staff
231 Pocono Mtn. School Road
Swiftwater, PA 18370

CUSTOMER DATA

Student's Name

Parent/Purchaser's Name

Address/City/State/Zip

Your signature

Day and Evening Telephone Numbers

CUSTOMER DATA

CHECK THE AD SIZE REQUESTED:

1/8 PAGE \$45.00 _____
1/4 PAGE \$80.00 _____
1/2 PAGE \$160.00 _____
FULL PAGE \$ 245.00 _____

IS THIS AD A SURPRISE?

_____ YES _____ NO

NUMBER OF PHOTOS ENCLOSED: _____

DESIGN # _____

DESIGN CHOICES ARE ON THE LAST PAGE.

Ad TEXT: YOU MAY SUBMIT AN EXTRA SHEET IF NECESSARY. PLEASE WRITE LEGIBLY.

PAYMENT

\$_____ Total amount paid
_____ Check included?
_____ Cash included?
_____ Money order?

ORDERING A YEARBOOK

Yearbooks must be ordered through our publisher Jostens. Do NOT enclose payment for the book with your advertisement.

To order: www.jostensyearbooks.com
Please pay attention to school and yearbook announcements on the EHS web page and Facebook page for order deadlines.

***Be sure to select the design you would like for your advertisement on the order form.**

1/8 Page PDA

Refer to the number below each design to identify which layout you wish to use for your student's PDA.

Layout Design #1/8 A

Layout Design #1/8 B

Layout Design #1/8 C

Layout Design #1/8 D

1/4 Page PDA

Refer to the number below each design to identify which layout you wish to use for your student's PDA.

Layout Design #1/4 A

Layout Design #1/4 B

Layout Design #1/4 C

1/2 Page PDA

Refer to the number below each design to identify which layout you wish to use for your student's PDA.

Layout Design #1/2 A

Layout Design #1/2 B

Layout Design #1/2 C

Full Page PDA

Please feel free to design it any way you would like, and please contact our yearbook staff if you would like any help or advice in designing it.

Please send in your photos and your design separately. Please do not put the ad together using another program. They tend to be too small and low resolution which doesn't print well. We are happy to re-create your design.