

2021 DEERFIELD ACADEMY POCUMTUCK SENIOR TRIBUTE PAGES



Dear Senior Parents:

GREETINGS FROM THE PIONEER VALLEY AND THE POCUMTUCK YEARBOOK TEAM!

We are writing to invite you to create yearbook ads for your seniors! Ads provide an opportunity for family members to congratulate graduating seniors. Should you choose to submit an ad for a member of the Class of 2021, please plan to have it completed and paid for by May 15.

To create your ad, which you may wish to populate with words and images, we recommend the user-friendly Poster My Wall at postermymwall.com. You will need to first create an account with Poster My Wall in order to save the ad before submitting the final version. Once your work is complete, you must download a high-resolution JPEG of your ad. This will cost \$2.99. Do not save as PDF or click the button that says "Share" — we can only accept ads in JPEG format. Email your JPEG to yearbook@deerfield.edu. Alternatively, you may also input our yearbook email address: yearbook@deerfield.edu and click "send invitation" for us to download the ad for you!

STEP 1: Please first fill out the form on the Parents section of the Deerfield website.

Here are the prices and dimensions for ads:

- 1/8 page (4" by 2.5"): \$125 (landscape/horizontal)
- 1/4 page (4" by 5"): \$250 (portrait/vertical)
- 1/2 page (8" by 5"): \$350 (landscape/horizontal)
- Full page (8" by 10"): \$500 (portrait/vertical)

STEP 2: Make out your check to Deerfield Academy Pocumtuck and mail it to:

Pocumtuck Yearbook
Deerfield Academy
7 Boyden Lane, Deerfield, MA 01342

STEP 3: Create your JPEG ad in the appropriate dimensions (listed above), download it in high resolution, and send to yearbook@deerfield.edu. Due to software restrictions, we cannot accept low resolution or PDF files. *Again, we recommend you use www.postermymwall.com to create your page. Directions are on the next page!*

If you have any questions, please feel free to email our team at yearbook@deerfield.edu, and we will answer your inquiries as quickly as possible.

Sincerely,
Your Pocumtuck Yearbook Staff

wish you knew how to

MAKE YOUR OWN AD?

We recommend using a great collage-making website called postermymwall.com that allows you to build high resolution collage pages filled with as many pictures as you wish. For \$2.99 you can download a high-res version of your design and simply send it to us! Go to this website and build your design for free; you only buy it if you like it! Give yourself a few minutes to play around with the dragging of photos and the manipulation of text, and you'll be amazed at what you can do. And once you've built the ad that you like, simply pay for the \$2.99 version of it and give that to us! [CLICK HERE](#) if you'd like to see a tutorial!

- 1 Go to www.postermymwall.com & click on "Create A Design" on the homescreen.
- 2 On the right, you'll see an option to "Start From Scratch." Choose this!
- 3 Decide what size you would like your ad to be and select the appropriate design type.

Full Page - Select FLYER
Half Page - Select POSTER
Quarter Page - Select FLYER

- 4 This step is CRITICAL. Indicate whether your space needs to be horizontal or vertical.

Full Page - Select PORTRAIT
Half Page - Select LANDSCAPE
Quarter Page - Select PORTRAIT
Eighth Page - Select LANDSCAPE

- 5 After you have chosen the orientation of your ad, choose the background color by selecting "Solid Colors." Pick your color and hit "Apply." No need to stress about this color now, you can always change it while you are designing your ad.

- 6 Now you're ready to create. Click on "Photo" or "Text" to add items to your page. You can also choose the "Background" button to change the background color of your ad. Get playing and have fun! When you're done, choose the "Download" button in the upper right and pay for the \$2.99 version of your file.

- 7 You'll see a button after you pay the \$2.99 that says "Download JPG File" - this is what you should click. Do not save as PDF or click the button that says "Share". We need you to download the file you've paid for and email the JPEG to yearbook@deerfield.edu (please do not save it as a PDF!) Alternatively, you may also input our yearbook email address: yearbook@deerfield.edu and click "send invitation" for us to download the ad for you.

