



PALMA SCHOOL
KNOWLEDGE • SERVICE • LEADERSHIP

SENIOR PORTRAIT ANNOUNCEMENT

Dear Palma Senior Parent(s)/Guardian(s),

The 2023 Palma Yearbook staff is ready to start working on this year's high school yearbook--with much more time than last year! The cost of this all-color book will be \$100. To ensure that proper corrections and proofing can be made, please be sure to respect the deadline dates for each section. I will communicate with you on these deadlines via the monthly editions of the Palma Newsletter. If you misplace any forms, they will be available online on the Palma website.

The first major deadline is the "Senior Baby Ads". The "Baby Ad" deadline is **Friday, November 3, 2023**. If you need ideas concerning the "Baby Ads", check the last few yearbooks to see how others have done them and start collecting your photos and creating your design. For more information on how to submit, see "Baby Ad" flyer attached.

The second deadline that is extremely important is the senior portrait. Each senior is expected to have a professional portrait taken. The photographers listed in the flyer below are preferred photographers for taking Palma senior portraits. We have had quality problems in the past with people sending in non-professional portraits. Please use a professional photographer for your son's senior portrait. The senior portrait is due on **Friday, December 1, 2023**. All portraits can be emailed to me directly at cjimenez@gopalma.org whenever you have the one you want used for your son. For more information, see "Senior Photo" flyer attached.

Please don't hesitate to reach out with any questions.

Best,

Mrs. Jimenez



BABY ADS



High School Ads Only

Full Page = \$360 | Half Page = \$260 | Quarter Page = \$160

8th Grade Ads Only

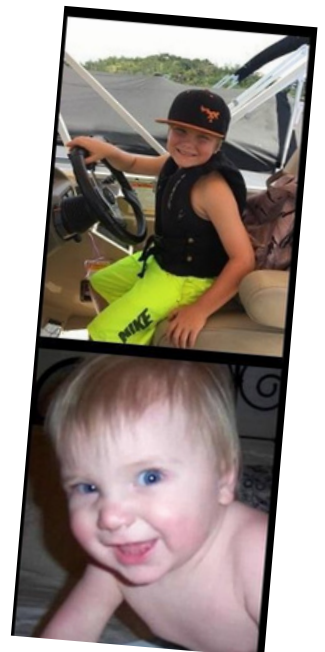
Eighth Page = \$25

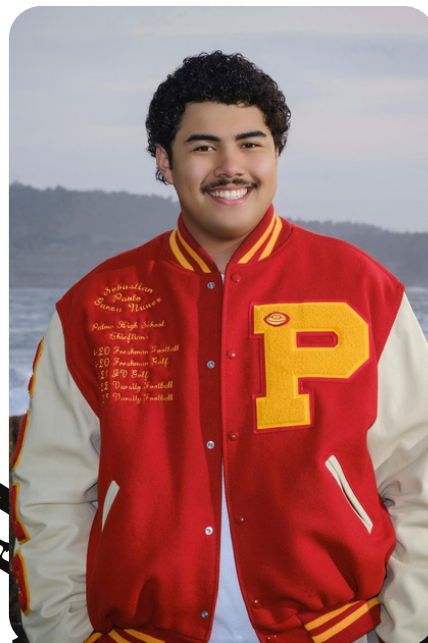
HOW TO SUBMIT

- Step 1: Go to www.yearbookordercenter.com and enter order number 7322
- Step 2: Click "Create a Yearbook Ad"
- Step 3: Follow the prompts to design your ad, add it to your cart and purchase it.

Your ad is not complete until you add it to your cart and complete the checkout process. For ordering help, call The Yearbook Order Center at 866-287-3096 or email yearbookordercenter@herffjones.com

For technical questions, call Tech Support at 877-362-7750 or email techadvisor@herffjones.com





SENIOR PHOTOS

The Palma senior portrait must be a formal photograph. Please do not submit non-professional shots. Any candid snapshots will not be used. The photo will need a head and upper body shot. Full-body shots will not be permitted. Please note, your son should be the major focus in the photo so please limit the amount of background featured in the photo (i.e. props such as planes, tractors, trees, etc.). Your son must be in a collared shirt and/or Palma Letterman, including no earrings, no jewelry, and his hair must be his natural color and cut according to Palma dress code standards. All photographs will be reviewed and those photographs that do not adhere to Palma dress code rules will be returned and will not appear in the yearbook. Some examples of acceptable photos are featured on this flyer. The senior portrait is due **Friday December 1, 2023 and can be sent to me directly at cjimenez@gopalma.org**

STRONGLY RECOMMENDED PHOTOGRAPHERS FOR SENIOR PORTRAITS 2023-2024:

- Cook's Photography 831-424-5486 www.cooksphotography.com
- Gary Dangerfield 831-915-9991 dangerfield@sbcglobal.net
- Simon Jimenez 831-320-7594 simon@jimenezvision.com
- Manuel Ortega Photography 831-682-7170 www.manuelortegaphoto.com





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JOIN OUR YEARBOOK TEAM



REAL WORLD SKILLS IN ONE CLASS: YEARBOOK

LIFE SKILLS

Communication
Leadership
Time management
Project management
Problem solving
Team building
Conflict resolution
Public speaking
Networking

JOURNALISM SKILLS

Concept brainstorming
Reporting
Writing
Researching
Photography
Design and layout
Editing
Public relations
Media law

BUSINESS SKILLS

Budget planning
Promotion
Advertising
Marketing
Selling
Customer service
Market research

TECHNOLOGY SKILLS

Business software
Graphic design software
Photo-editing software
Online design
Online research
Production management

SOCIAL MEDIA SKILLS

Storytelling
Creating content
Organizing content
Audience engagement
Brand management
Online research

Need more convincing?

- Class credit
- Great addition to a portfolio/resume
- Be in charge of who is featured
- SNACKS



**FYI, SNAPS DON'T LAST FOREVER,
BUT YEARBOOKS DO.
COME JOIN US!**

For more information, email
cjimenez@gopalma.org