# A Decade of Dragons 2000-2010

# YEARBOOK 2009-2010 PRE-ORDERS

| Circle Student Grade 9 10 11 12 Other | BEST Contact Phone Number | Date Completed |
|---|---|---|
| Student **LAST** Name (1 student per order form, please) | Student **FIRST** Name | |

| Please **circle the prices for the items** you wish to order.<br>Please **use the correct column** for pricing based on your order date... | | **Early By Oct. 2** | Regular By Jan. 15 | Delivery Day If available |
|---|---|---|---|---|
| Yearbook 156 pages (**12 more** than last year) - ALL **COLOR– special cover** | | **$63.00** | $67.00 | $67.00 |
| **Student First & Last Name** On Cover (29 characters in red metallic foil)<br>Print as you wish name to be written (lower case, capital letters, etc.)<br>*** **RECOGNIZABLE** NAME ONLY - NO UNIDENTIFIABLE NICKNAMES *** | | **FREE** | **FREE** | IF AVAILABLE- Only **basic books** after Jan. 15, 2010 or on installment! |
| Purchase up to 4 icons per book cover. Write icon # clearly, please! | Icon 1 # Describe | Add $3.00 | Add $4.00 | |
| | Icon 2 # Describe | Add $3.00 | Add $4.00 | |
| | Icon 3 # Describe | Add $3.00 | Add $4.00 | |
| | Icon 4 # Describe | Add $3.00 | Add $4.00 | |
| Additional Line of Embossed Text (29 simple characters in red metallic foil)<br>*** WORDS,PHRASES,PHRASING MUST BE SCHOOL APPROPRIATE *** | | Add $3.00 | Add $4.00 | |
| Clear Plastic Protective Cover (added by student) | | Add $2.00 | Add $3.00 | |
| Extra Autograph Section (8 colorful pages inserted by student) | | Add $2.00 | Add $3.00 | |
| Photo Pockets (sheet of 6 adhesive-backed pockets to store mementos) | | Add $2.00 | Add $3.00 | |
| Hear the Year CD (12 chart hits plus 2 downloads of your choice) | | Add $12.99 | Add $12.99 | |
| Please total your purchases in the appropriate column for your order date ---> | | | | |

You may submit your order and payment to the Student Store.

You may pay with cash, check. You may start ordering on June 8, 2009 for the 2009-2010 school year!

You may pay for more than one order using the same check, but please submit all order forms together in an envelope.

Please make checks payable to:
**Foothill Technology High School** or **FTHS**.

Please print student's name on your check in the comment area.
If mailing your order, please address to:

Yearbook, c/o Foothill Tech HS, 100 Day Road, Ventura CA 93003

If you have questions, please, FIRST, check our website at http://www.foothilltech.org/yearbook/ , THEN call 805 289 0023 ext. 2104 if question cannot be answered online.

**Check to see if your order has been processed** by visiting the Yearbook website – look in the "Orders" section at http://www.foothilltech.org/yearbook/

Icons on back of this form and/or online at http://www.foothilltech.org/yearbook/

**How many yearbooks do we usually order?**
For a school population of 950 students, we initially place an order for 650 yearbooks. In the 2008-2009 school year, we pre-sold 695 yearbooks before the January 31st publisher deadline. At that time, we increased our order to 725 books. Our publishing company sent us an overrun of additional books with our final shipment. We had 750 books available for sale in 2008-2009 and SOLD EVERY SINGLE COPY.

**Why doesn't the school order enough yearbooks so that every student on campus can purchase one at the end of the year?**
The FTHS yearbook budget is self-sustaining, meaning that the sales income for the yearbooks, senior yearbook ads and senior panorama photo orders pay for everything relating to the production of the school yearbook. The publishing company charges us for every book we order, whether we sell it or not. We cannot send back unsold copies for reimbursement. If we order an extra 100 books and do not sell them all, we pay for them anyway. Good business practice is to purchase as many books as you think you can actually sell, but it is a guessing game with expensive consequences if one guesses wrong.

**Can more yearbooks be ordered from the company after initial order is shipped and received?**
No. The publishing company prints the cover of our yearbook in the fall. The publishing company begins to print sections of our pages in late winter through late spring as we submit them on our deadlines. In late spring, the books are assembled, sewn and packaged for shipment. Our deadline for increasing our yearbook order is January 31st. Our deadline for final submission of pages is late March. It takes many man hours to set up the equipment for printing, assembling and packaging one yearbook (which is why they cost so much in the first place) and only makes sense when running a bulk number of books.

# ORDER NOW – WE SOLD OUT LAST YEAR!!!