



2012 COLUMBIAN YEARBOOK
 COLUMBIA COLLEGE &
 THE SCHOOL OF ENGINEERING AND APPLIED SCIENCE
 WWW.COLUMBIA.EDU/CU/YEARBOOK



WOW! Your son or daughter is about to graduate from Columbia!
 Flip through the sections of your life as you open the gates to a new one.
 Purchase your 2012 Columbian Yearbook IN ALL COLOR FOR THE FIRST TIME.
 You would not want to miss this opportunity!
 Remember your history.
 You may also purchase a congratulatory ad to commemorate the special occasion.

3 EASY ways to order. Books on sale now for \$85.. FOR A LIMITED TIME ONLY - A 15% DISCOUNT!!!

1. On-line at www.jostens.com OR <http://jostensyearbooks.com/?REF=A05558650>
2. In person at the CUArts TIC Office (or on-line at tic.columbia.edu) in the lobby of Lerner Hall using FLEX, check or credit card.
3. By mail using the order form below.

BOOKS WILL BE DELIVERED IN THE FALL OF 2012

YEARBOOK ORDER FORM

Student Name: _____

Parent/Purchaser: _____

Address (to mail the book to): _____

* *International Shipping Available at a cost of \$40*

Email: _____ Phone: _____

of Yearbooks: _____ Amount Included: \$ _____

Check/Money Order#: _____ (payable to Columbia University)

Mail this form and payment to
 Columbian Yearbook, Attn: Josh Lucas
 515 Lerner Hall, MC 2601
 2920 Broadway
 New York, NY 10027

PLEASE SEE OTHER SIDE FOR INFORMATION ON
 CONGRATULATORY ADS

TO PLACE A CONGRATULATORY AD FOR YOUR GRADUATE

2 EASY ways to PURCHASE AND CREATE YOUR AD

1. On-line at www.jostens.com OR <http://jostensadservice.com/?REF=A05558650>

2. By mail using the order form and instructions below.

Step-by-Step Instructions

1. Select the ad size and type
2. Choose desired layout listed below.
3. Complete your order form and submit text portion below.
4. Deliver order form and payment by deadline date. CHECKS PAYABLE TO COLUMBIA UNIVERSITY.

Photo Submission Guidelines

- * Photos will not be returned. Please make copies of irreplaceable photos using photo paper.
- * Select vertical (tall) photos for vertical space and horizontal (wide) photos for horizontal spaces.

Photos will be enlarged or reduced to fit the layout.

* Write lightly in pencil to identify which photo corresponds with each layout frame and put your name, address and phone number on each photo.

* If you are submitting digital photos, they must be 300 dpi or high resolution images.

Email to yearbook@columbia.edu

ADVERTISING PRICES

All Color

1/8 page - \$65

1/4 page - \$125

1/2 page - \$250

Full page - \$450

Act Now! Limited space at these rates!

Deadline Date

3/15/12

More Information

Go to...

www.columbia.edu/cu/yearbook

Full Page Ads

Actual size 8 1/2" x 11"

Layout Design #Full J (5 photos)

Layout Design #Full S (6 photos)

1/2 Page Ads

Actual size 8 1/2" x 5.5"

Layout Design #1/2 D (6 photos)

Layout Design #1/2 M (3 photos)

1/4 Page Ads

Actual size 4 1/4" x 5.5"

Layout Design #1/4 L

Layout Design #1/4 F

1/8 Page Ads

Layout Design #1/8 G

Refer to the letter below each design to identify which layout you wish to use for your ad.
Ads shown smaller than actual size.
MORE DESIGN OPTIONS ARE AVAILABLE BY PURCHASING ON-LINE.

Advertising Order Form

Student Name: _____ Parent/Purchaser: _____

Email: _____ Phone: _____

Ad Size/ #: _____ Amount Included: \$ _____

Check/Money Order #: _____ You may include one check if you are purchasing a yearbook. Check payable to Columbia University

Mail this form and payment to Columbian Yearbook, Attn: Josh Lucas, 515 Lerner Hall, MC 2601, 2920 Broadway, New York, NY 10027