

Parent Teacher Association P.S.221Q

57-40 Marathon Parkway

Little Neck, NY 11362

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2024 YEARBOOK CHECKLIST

****post this on your refrigerator****

The 5th Grade Committee is in the process of creating the 2024 Yearbook as a memory keepsake for our 5th grade graduates. We need your help to create a well-rounded yearbook. Here is a checklist of all the **items we need from you**. Please adhere to the deadlines so your child can be in the 2024 yearbook.

- Create Online Account with Pictavo to upload photos. **DUE 11/22**
- Upload one (1) BABY PHOTO of your child. **DUE 11/22**
- Upload up to five (5) photos of child's K to 2nd grade SCHOOL events. **DUE 11/22**
- Create and submit RECOGNITION AD (optional purchase). **DUE 3/1**
- Create and submit BOOSTER MESSAGES by DATE (optional purchase). **DUE 3/1**
- Solicit and/or submit BUSINESS AD by DATE (optional purchase). **DUE 3/1**

Page 2 to 4 of this notice will contain everything you need to complete the checklist. Or you can visit the 5th Grade Yearbook webpage for the same information plus URL links and email.

Directions for checklist https://www.ps221pta.org/yearbook/	Pictavo www.buytheyearbook.com
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Please email ps221yearbook@gmail.com if you have questions or concerns.

Warm Regards,
The Fifth Grade Committee



Create Online Account with Pictavo (Due Date 11/22)

We are using Pictavo, an internet browser-based software to create and design the yearbook, **thus you will need to create an online account** before you can upload the Baby Photo and/or create your Recognition Ad. The process is quick and easy:

1. Visit: www.buytheyearbook.com or scan Pictavo QR code located on the 1st page of this flier
2. Enter code **718470** in the School ID# search box
3. On the PS 221 North Hills page, click 'Create an Account'
4. Enter requested Account Information. Select 'Parent' in Role search box.
5. Verify email & login

Upload Photos to Pictavo (Due Date 11/22)

Once you have created an account at www.buytheyearbook.com or scan Pictavo QR code on 1st page, you can begin to upload the requested photos to the labeled folders on the site.

1. Login using your newly created account
2. Click on 'Pictures'
3. Select the correct folder to upload photos:
 - ✓  Baby Photo [child's class] to upload ONLY 1 baby photo* of your child.
 - ✓  Events Kdg-2nd [child's class] to upload UP to 5 photos of school events/activities** during your child's kindergarten to 2nd grade years.
4. You MUST TAG photo with the requested information before saving upload.

NOTE:

* **Baby Photo** must feature the baby only, no one else in the photo. Original digital format, no screenshots.

****School Events/activities Photos** MUST BE school or PTA sponsored. NO outside, private event photos such as birthday parties.

Booster Message (Paid advertisement) Due Date 3/1

Boosters are short messages of congratulations, well wishes, or appreciation to a student, teacher, faculty, staff, or a group of P.S. 221 individuals. Boosters purchased will be posted in the 2024 Yearbook. Anyone can purchase a booster message for someone in the P.S. 221 community.

This year, we will be using **Google form to collect booster message orders**. You can access the form via <https://forms.gle/eKgUu4GSTL398ism8> for the order form:

Create Student Recognition Ad (Paid advertisement) Due Date 3/1

Student recognition ads is a wonderful way to highlight and feature your child in the yearbook. You can draft a special message to your graduate, upload any photos you wish, and create the layout/design of your choice to highlight your graduating 5th grader. Recognition ads come in four (4) different sizes and prices. Anyone can purchase an ad for your graduate.

To purchase a Recognition Ad:

1. Log in to your account at www.buytheyearbook.com
2. Click on the 'Student Ads & Business Ads'
3. Click 'Get Started'
4. Enter requested information
5. Select 'AD SIZE' and click 'Next'
6. Continue shopping or proceed to CART
7. Place your order
8. Go to 'My Account' and click 'My Ad' and then 'Design'

If you need assistance, please call technical support call at 800-290-0036 or email answers@pictavo.com

Recognition Ad pricing is based on page size:

\$35: Business card (1/8)	\$75: Half (1/2)
\$55: Quarter (1/4)	\$140: Full-page

Business Ad (Paid advertisement) Due Date 3/1

We are looking for Business Ads for the Yearbook. This helps subsidize the costs. If you own a business and would like to purchase ad space, please see the guidelines below. Additionally, please approach the businesses you frequent and ask them to advertise in our 2024 Yearbook. These ads will be seen by over 100 families and many more that purchase a Yearbook and will be a constant reminder of what businesses helped support the graduating Class of 2024.

Business Ad pricing is based on page size:

\$35: Business card (1/8)	\$75: Half (1/2)
\$55: Quarter (1/4)	\$140: Full-page

Please adhere to the following guidelines when creating your Business Ad:

- All ads must be written in ENGLISH. Everyone must be able to read the ads. The ad must be photo ready for scanning and must fit within the dimensions of your purchased ad space. Dimensions can be found under Business Ad of <https://www.ps221pta.org/yearbook/>

- Please e-mail the completed ad to ps221yearbook@gmail.com and send the check to the school office attention 5th Grade Activities committee. **Include Name of Business, Name of ad creator, and contact number.**
- Enclose a check made payable to **PS221 PTA**. Write “Business Ad” in the memo area.
- If these guidelines are not met, the yearbook committee will return your ad for changes. Ads received after the deadline are not assured placement in the yearbook.