**Frequently Asked Questions about Yearbook**

*How is the yearbook price determined?*

Price is determined by the number of copies and ads sold using the previous year's numbers to build a forecast. The price of Hereford’s yearbooks has not increased in over six years.

*Is it advantageous to buy a yearbook early in the year?*

Yes, it is! Yearbooks are less expensive at the beginning of the year. The base price is $65 (excluding tax), whereas books sold towards the end of the year are $75.

*Why are books delivered the following fall?*

Books are delivered the following year in order to encompass the events of the *entire* year. It avoids the usually neglected spring supplement and records memories from the first day of school to the very last. It provides better and more even coverage of the school year.

*When do graduating seniors receive their yearbooks if they are delivered in the fall?*

Yearbooks for graduating seniors are sent to their home addresses in early fall. (Please remember to give Jostens your address when ordering!).

*So seniors don’t have anything to sign at the end of the year?*

Seniors are the only students to receive “Senior Supplements.” It is an insert designated solely to seniors and is available for pick up at the senior picnic at the end of the year, where they can have their supplements signed. Supplements have a sticky edge that allows them to be inserted into the yearbook when it arrives.

*How are decisions in the yearbook made?*

The yearbook editors and staff are responsible for decision-making; however, they often survey the population of the school to determine what students want. All major decisions and changes then have to be approved by the yearbook advisor and administration. Editors also attend yearbook camp at Gettysburg College over the summer to find out the latest trends in yearbooking to bring back and apply to our own book.

*Why do we sell vanity ads?*Vanity ads help offset the cost of the book and allow families to display their pride for their graduating seniors.

*Which companies are utilized to create a yearbook?*Jostens provides the online program utilized to create the yearbook and also publishes its pages. You can order a book by going to [www.jostens.com](http://www.jostens.com). LifeTouch provides photography for mug shots, senior portraits, and also some sports and major events, such as prom. The number for LifeTouch is 1-800-445-1191, and their website is [www.lifetouch.com](http://www.lifetouch.com).