



Yearbook Planning, Creation, & Sales Guide

Yearbook season has arrived!

This booklet is designed to help you get started. Following the steps and processes detailed on the pages ahead will help you move effectively through the yearbook creation and sales process. We recommend you take the time to read through the entire book to get a full understanding of the process and then utilize the various sections as reference tools when needed as you move through the year.

See something you don't understand? Have additional questions? From planning to printing, we are here to help you:

Mon.-Fri. 8:00am-6:00pm MST

support@studiosourceyearbooks.com

Phone: (888) 308-0692

Dashboard: dashboard.studiosourceyearbooks.com

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1. Getting Started

The yearbook process begins by determining what you plan to create and offer your school community. You'll need to estimate the number of pages in your book, the number of copies your school community will order and what extra features, like personalized covers, you'd like to offer in order to estimate a cost per copy.

The simplest way to accomplish this is to look at a record from the previous year. If this is not available or factors have changed, the following guidance will help you determine the answers to these questions.

Estimating Pages

Step 1: Introduction pages.

Most yearbooks begin with a page for

- School information
- A couple of pages for administration and staff
- A page or two for a Principal's message

Step 2: Determine how many student class pages you need.

In order to determine how many pages you will need for your classes/grades, first decide:

- The number of students you'd like to see per page
- Divide that number into the actual enrollment of your school.
- If placing the students by class, just count the number of classes in your school, the result equaling the number of pages needed. *(See the example to the right for more information)*

OF PAGES

Step 1: _____pages

Step 2: _____pages

Step 3: _____pages

Step 4: _____pages

Total: _____pages

Divide the **total number of students** in the school by the **total per page** to get the number of pages you will need.

Step 3: Decide on what activity/other pages you will include.

You'll want to make sure that you include enough pages for all:

- Clubs
- Sports
- Performing art groups that your school offers.

In general, a page will most easily accommodate two group/team pictures or four/five candid action shots. You should also think about if you want to add pages for:

- Ads
- Year-in-review inserts
- Any special events *(See pg 16 for a list of commonly included yearbook pgs)*

Step 4: Round up

We realize that the price per copy rises as the page count increases. However, to give yourself a little wiggle room during design, we recommend that you **add four to eight additional pages** to your estimates. Also, keep in mind your page count will need to be divisible by four if it is a saddle stitch book or divisible by two if it is a hard cover or perfect bound soft cover book.

TIP:

You can **revise your page count at any time** before you submit your final copy for production. Contact your studio to request a change.

5 across
x 5 rows
= 25 per page



6 across
x 7 rows
= 42 per page

Quantity

If you don't have last year's records, a good rule of thumb is to **estimate that 50%** of the enrollment will purchase a book.

Keep in mind that the cost per copy **decreases** as the quantity of your order increases, so higher than anticipated sales could result in a lower cost per copy.

Using the information above, your school photographer or yearbook publisher can help you determine the base cost per book:

Estimated Pages _____

Estimated Quantity _____

Estimated Base Price _____

Setting Your Sale Price

Now that you know the cost per book, it is time to set your final sale price. You will want to set a reasonable price for your students but you will also want to make sure you are able to cover the costs you incur producing the book.

Don't forget to include any extra photographer's fee for providing activity pictures, or the occasional pizza for those helping on the yearbook. Once you have determined all of your costs, you'll need to decide if you want to break even or raise extra revenue for your school.

Cost to Produce Yearbook	= \$5300.00
Incidental Expenses	= \$300
Sub-total Expenses	= \$5600.00
Extra Revenue (<i>Advertising, Patrons, etc</i>)	= -\$1600
Total Program Costs	= \$4000
Anticipated Sales of Book	= /500
Price Per Book	= \$8.00

Yearbook Add-ons

As you set your sale price, don't forget to include add-ons in your calculations. Studio Source offers a variety of cover types, as well as **personalized covers**. If you are interested in any of these, please ask your school photographer for details.

COVER TYPES

Saddle Stitch- Magazine style book with stapled binding, no spine. Up to 88 pgs

Perfect Bound- Soft cover with glued binding and a thin printable spine. Up to 400 pgs

Hard Cover- Rigid board cover with a printable spine. Up to 400 pgs.

PERSONALIZED COVERS

Personalized covers are an optional add-on to your yearbooks. You can add just a name, a name and photo, or name and icons

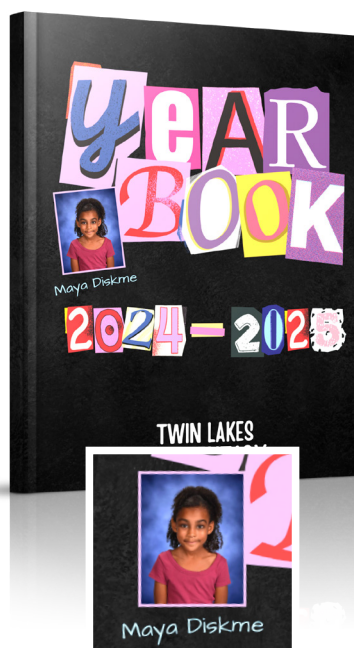
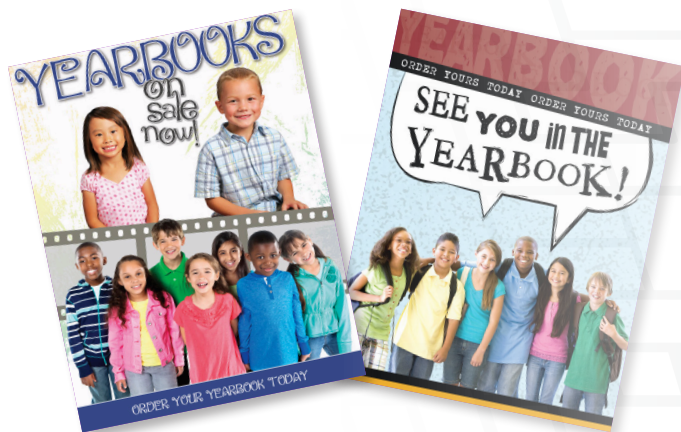
Some schools use personalized covers to deter yearbook theft while others use it as a selling point. Contact your studio for more details.

Online Sales

Studio Source Yearbooks offers a complete online shopping cart for yearbooks:

- Easy money collection
- Offer cover upgrades, personalized covers
- Dedication ads and more
- Optional ship-to-home throughout the summer
- Enter at-school orders to online database to produce a comprehensive combined online/offline order report

For more, please contact your school studio photographer



Proactive Selling

Your student sales may be key to paying for the production costs of your yearbook. If that is the case, take a proactive role in selling your yearbook. Think about the many different ways you can

Planning a Yearbook Sales Campaign

One month before your sales date:

- Create marketing material. Design or order posters, digital message board ads, etc. .

Two weeks before your sales date:

- Start making announcements on the school's morning announcements
- Place posters around the school

One week before sales date:

- Distribute order forms and send out emails

During your sale:

- Send out email reminders
- Make sure all funds are collected, deposited, and entered into a tracking system (Studio Source's online store solution allows for tracking of cash & check sales)

PRE SALES

A presale is a great way to generate income early on in your yearbook production process. Generally, this is the time at which you will offer the book for sale at the **lowest price** of the year.

For example, if \$16.00 was the price calculated as your selling prices, you may want to offer your book for sale during the Pre-Sale for \$14.00. Pre-Sale also eliminates the necessity of collecting money during the distribution of your book.

LAST MINUTE

There are always students who missed the Pre-Sale that will want a book, especially after they see the finished product. Anticipate last-minute sales and order extra copies or talk to your school photographer about the possibility of setting up summer ship-to-home sales online.

An excellent opportunity to earn added sales is by raising the price of the book a few dollars for any latecomers.

Marketing Ideas:

Keep your campaign fresh and fun using different methods and materials throughout the year. In addition to standard posters and flyers posted around the building, try out these tricks:

- At least once a week, include information about yearbooks in the morning announcements.
- Create balloon arrangements with yearbook message in various locations throughout the school.
- Post information about yearbook sales in any school events calendar and on your school website.
- Print yearbook stickers for use on handouts or lunch tickets promoting pre-sales.
- Challenge classes or grades to buy the most books. Choose a specific time period in which they have to buy the book for the challenge. Reward with “wear a hat or jeans” day or order pizza for the winning group.
- Market anywhere people have to stand in line.
- Use sidewalk chalk for messages on playgrounds, sidewalks and parking lots.
- Ask the principal to dress up in a costume or silly outfit and go to each class or the cafeteria to talk about the yearbook.
- See if your local cable company offers an event channel. Ask them to run your yearbook sales message a couple times throughout the year.
- Set up a sales booth. Offer some type of discount or free entry into other school events for those who purchase on the spot.
- Ask to be included in any school programs such as football, choir, plays, etc.
- Have the announcer reference the school yearbook program several times throughout any school event.
- Post flyers near concessions, entry locations

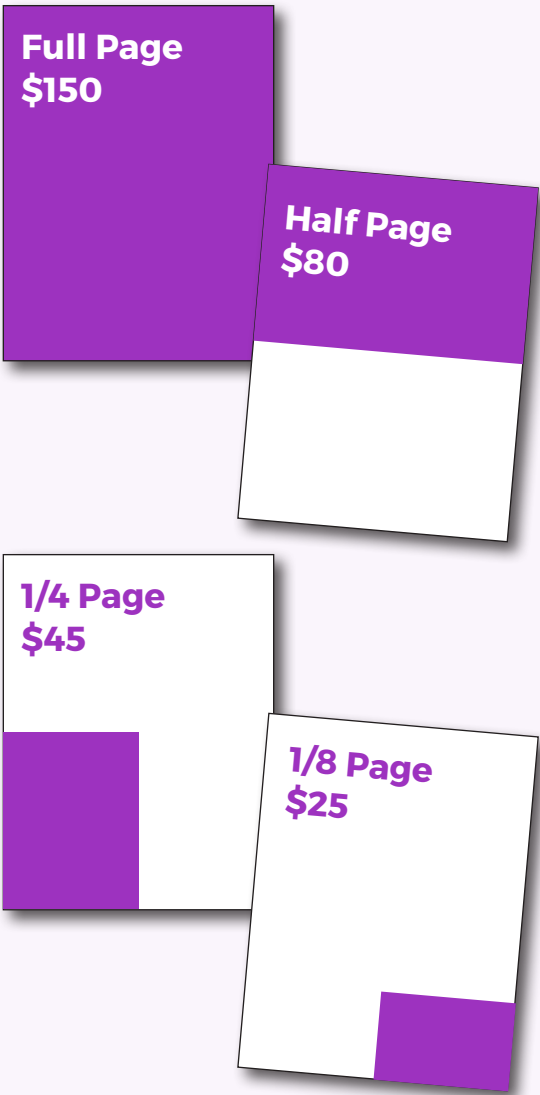
DIRECT MARKETING

Marketing directly to parents is a great way to increase your sales. Take-home communications should reference your yearbook sales or ad opportunities. Put stickers on kids or their backpacks that indicate yearbook materials were sent out that day. Ask teachers to post or distribute fliers to parents during Parent/teacher conferences or other meeting events.

Find local businesses that students or parents frequent and ask to display posters or leave literature. Look for businesses that may also want to participate in your fundraising activities and create an advertising trade off.

Fundraising

There are several ways you can generate income to help reduce the overall cost of your yearbook. You can raise just enough to cover shipping and handling, or choose to cover the cost of the entire yearbook order. The following are typical ways schools supplement their yearbook budgets.



Full Page
\$150

Half Page
\$80

1/4 Page
\$45

1/8 Page
\$25

Traditional Advertising

Schools have successfully used this fundraising method for years.

The value to your advertisers is the assured distribution of their ad to each recipient of your book. 200 students are receiving a yearbook, the advertisement message is distributed to every one of these students.

When adding an advertising section, keep in mind that it generally appears in the back of the book and each four-page section you add for advertisers adds cost to your book. Be sure you account for this extra cost in the page count when estimating your cost per copy.

Ads may be full, half, quarter, and/or eighth of a page, with a separate price point for each size.

For example, a full-page advertisement may cost \$150, a half page \$80, a quarter page \$45 and one eighth of a page \$25. The minimum you would generate per page in this example would be \$150.

Page Sponsors

On some/all of your yearbook pages, dedicate a small 1/2-inch space across the bottom of the page to be available for a page sponsor. The sponsor's name or logo will appear at the bottom of each page they actually sponsor. Open up this sponsorship to parents, grandparents, businesses and other organizations that may want to put their name in your book. Set a reasonable price of \$10.00 to \$25.00 per page and conduct a sales campaign to sell the sponsorships. Unlike traditional advertising pages, this will not add pages to your yearbook and you will not have any additional expense to raise these funds ... it's pure profit!



Choose a Look



Custom Dedication Ads:

- Purchasing a dedication ad is a way for parents to celebrate their special student. They can share special moments and accomplishments with text and photos.
- All copies of the yearbook include the ad, so everybody can see their special tribute.
- Dedication Ads are a great way to grow per-school revenue
- They make parents feel more involved in the project.

Patrons

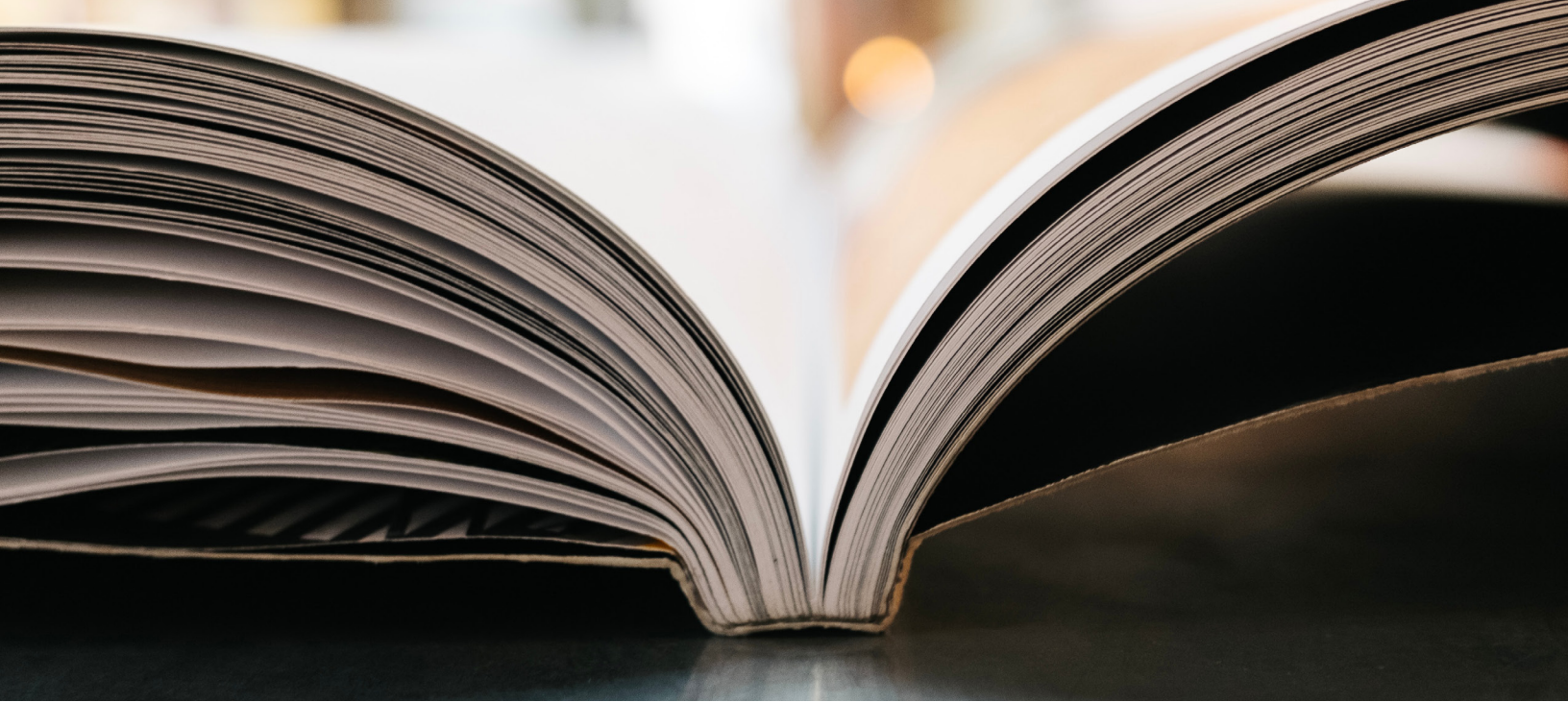
Ask local community members, parents and organizations to become patrons for your book. Prepare one page in your yearbook to list and thank the patrons who have contributed to your book. Divide them into categories, i.e. Bronze, Silver and Gold contributors, based on the amount of their contributions. This is a great way to add additional revenue while limiting additional page expense.



Don't forget about other fundraisers that can contribute to your budget. Not only do they put money in your pocket, they create fun memories for those participating. Remember not to limit your fundraising to just school functions. In some cases, selling to the community may yield better results than selling internally at school.

Try out some of these ideas:

- Bake sales, car washes, snow shoveling parties and other task-driven events.
- Create and sell a school cookbook.
- Restaurants may offer your group a percentage of the sales on a designated night.
- Ask local businesses to sponsor a raffle at a school event such as a football or basketball game.
- Coin collections: Create fun donation boxes for students and teachers to put their spare pennies, nickels and dimes. Title your fundraiser something fun or silly that generates excitement like "Jefferson High is Change-ing."
- Host a "pay-to-play" contest during halftime. For football season, create an obstacle course or a free throw contest during basketball season. Ask businesses to donate the prizes in exchange for advertising opportunities before and during the event.



2 Creating Your Yearbook

This section will take you through ideas and easy-to-follow steps making your entire project go smoothly and quickly. First, it will be helpful to create a small outline of the content and order of elements in your Yearbook. After you've completed this outline, you can decide if your book will have a certain theme or tone, if certain pages will contain more copy than others and how much space will be allotted to specific departments, activities, clubs and groups.

Logging in: Your Dashboard and Software

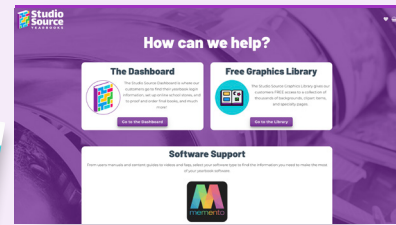
Support

Welcome Email

The first thing you will receive is our welcome email. You will find a “Click Here To Get Started” link that will take you to the Studio Source Dashboard to login.

If you are new to our dashboard, your link will first ask you to set a password and then it will take you to the login page. If you already have an account with us, you'll be taken directly to the login page.

Please note that the login for the Studio Source Dashboard and the login for your Yearbook Software are not the same.



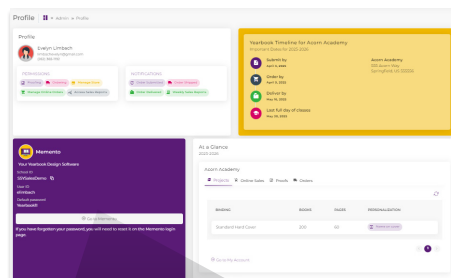
support.studiosourceyearbooks.com

Knowledge Base

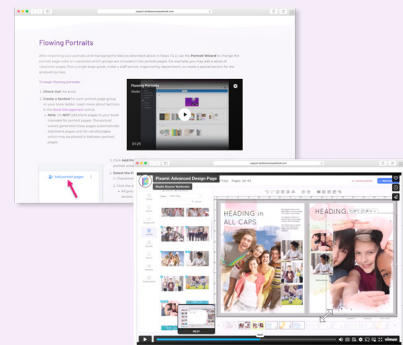
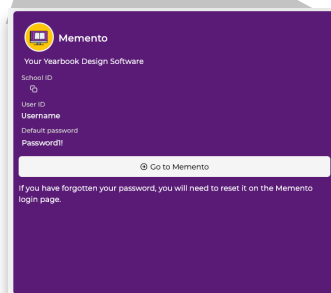
Get your questions answered with our in-depth, searchable knowledge base

Your Software

When you are logged in to the Studio Source dashboard, you will see the software block. It contains the name of your software, as well as your user ID, initial password, and a button to take you directly to the software's login page.

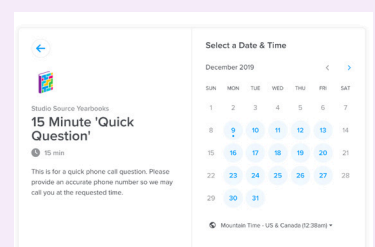


Note: If you choose to update your password, the password field here will not update. Simply reset your password if necessary.



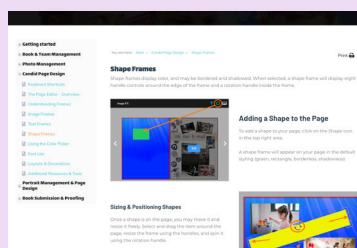
Cover Design Guide

Get helpful tips on how to design your best yearbook cover ever



Website

The Studio Source Yearbook support website is a comprehensive collection of information and assistance to help make your yearbook the best it can be.



Support When You Need It

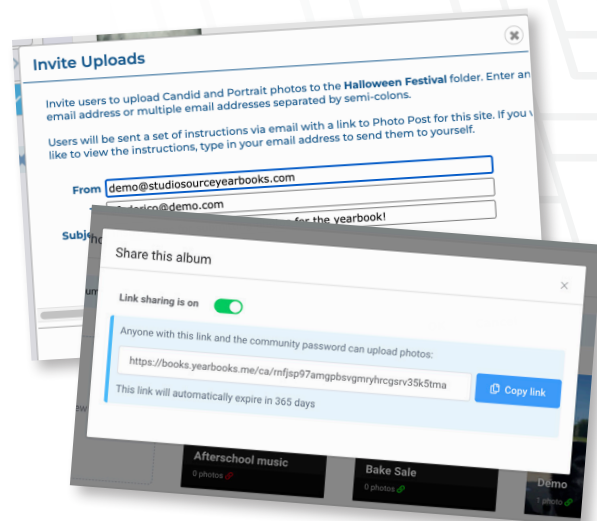
Let our trained and knowledgeable staff help you via our toll free support line or our email

Training

Our comprehensive support sites include searchable knowledge bases and videos. If you need more help, sign up for a screenshare. Our support team will help you learn the ins-and-outs of your software and the yearbook process in general.

Gathering Photos

The software options offered from Studio Source have their own built in methods to aid in the collection of candid photos. Look at your specific software's user guide for more.



Studio Source
Cover Clinic
A guide to designing
stylish yearbook covers
with technical precision



Appointment Calendar
Sign up for one-on-one adviser sessions to review your software and other services with your workflow in mind.

PORTRAITS: YOUR PSPA

Most studios will either upload your portraits directly into your yearbook software, or provide you with a PSPA-format portrait package. This package is designed to import photos and data (name, grades, classroom info) into your software so you can build portrait pages with ease.

Contact your studio to ask how and when you will receive your portraits.

Organizing Your Book

While yearbooks usually follow a typical layout, such as the one listed below, you are welcome to lay out your book in any way you choose. A book ladder outline is provided for you at the end of the book. Keep in mind that Page 1 is always a right-hand page. Make copies of the ladder and use them to rough out your book plan before you begin creating pages.

Introduction/school Identification Page

This page generally consists of a picture of the school, school name, address and perhaps slogan. Some schools also include a picture and a note from the principal.

Administrative/Staff Page

Usually consists of either all of your staff or staff excluding teachers (if they will appear on their class pages).

Dedication Page

This page is often used for either dedications or the Principal's letter.

Graduating Class

A standard practice is to place your graduating class pictures before the rest of the student body. These images are usually larger than the other class pictures.

Student Body

Generally these pages are organized by class or grade.

Teams, Clubs & Groups

These images can be placed after the student pages. They consist of all the extra-curricular activities in your school. Clip art and borders are very effective for these page layouts and can be used to enhance the theme of each page.

Candid & Activity Pages:

These are your "fun" snapshot pages, etc. This is a good place to include images of special events throughout the year, such as field trips, fundraisers, performances, etc.

Advertising Section

This is typically where ads and thank you's appear in the Yearbook. These pages can also be used for parent dedications.

Autograph Pages

Be sure to leave enough room for students to sign their yearbooks



Check-In

It is always a good idea to check in with all of the departments in your school to find out what they would like included in the yearbook.

With this information, you can form a plan that will give fair representation to every department in your school. You may also want to check out yearbooks from previous years to make sure you don't forget any popular pages.



Divider Pages

Divider pages are used to differentiate the sections in your Yearbook. You can add to the “look” of your book with a repeating page design that carries the title to each section such as “Staff”, “Graduates”, “Advertisers”, etc.

The design can be any creation you want but should emphasize the book's theme.

Year-In-Review Pages

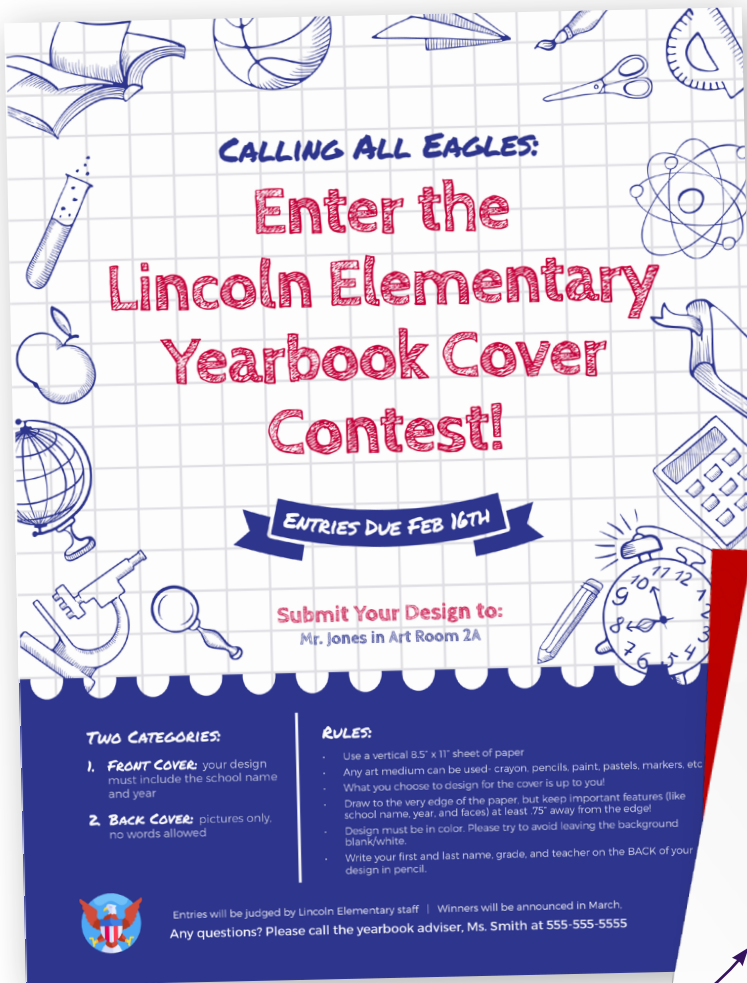
Studio Source Yearbooks provides a selection of free year-in-review pages to choose from. These full-color pages, typically made available mid-February, are packed with images and information from the year's top stories.

Year-in-Review pages are a great way to add a bit of context for looking back on the year and make the book into an educational keepsake that becomes more valuable over time.



Custom Covers

All Studio Source Yearbooks include the ability to make your own custom cover. This cover is the same across all books, but you can create any design you like. One of the most popular custom covers is student artwork. Many schools run a cover contest to determine which artwork will grace the yearbook cover.



Use the smaller measurements for 8.5"x11" books and the larger for 9"x12" books

CONTEST GUIDELINES

When explaining the design requirements for a yearbook cover contest, we recommend **keeping it very simple**:

Tell students that their artwork should **cover the entire piece of paper from edge to edge**, but that they should keep all important aspects (text, faces, etc) at **least .75" away from the edge** for a perfect bound or saddle stitch book and **at least 1.5" away from the edge** for a hard cover book.

This allows you to use the artwork full bleed on your cover, without losing any vital design elements due to trimming during production.

DETAILED SPECS

Saddle Stitch:

Keep important content at least **.75" from edges**

Single-side artwork dimensions: 8.688" x 11.25"

Full Cover artwork dimensions: 17.375" x 11.25" (spanning front and back)

Perfect Bound:

Keep important content at least **.75" from edges**

Single-side artwork dimensions: 8.625" x 11.25" or 9.125" x 12.25"

Full Cover artwork dimensions: width* x 11.25" or width* x 12.25"

Hard Cover:

Keep important content at least **1.5" from edges**

Single-side artwork dimensions: 9.5" x 12.75" or 10" x 13.75"

Full Cover artwork dimensions: width* x 12.75" or width* x 13.75"

*width is based on page count. See next pg.

For full detailed specs, please visit our support site:
support.studiosourceyearbooks.com/explore-2/design_specs/

C O V E R S



8.5" by 11" Cover Height: 11.25"

# of Pgs	Spine Width (in)	Cover Width (in)
20-28	0.073"	17.323"
30-48	0.099"	17.349"
50-68	0.152"	17.40"
70-88	0.205"	17.455"
90-104	0.258"	17.508"
105-124	0.298"	17.548"
125-144	0.351"	17.61"
145-164	0.404"	17.64"
165-178	0.457"	17.70"
180-198	0.496"	17.764"
200-218	0.549"	17.799"
220-238	0.602"	17.852"
240-258	0.655"	17.905"

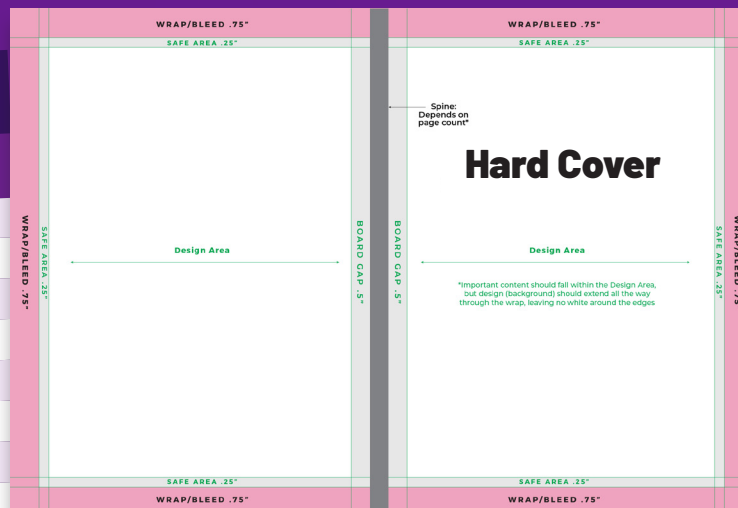


9" by 12" Cover Height: 12.25"

# of Pgs	Spine Width (in)	Cover Width (in)
20-28	0.073"	18.323"
30-48	0.099"	18.349"
50-68	0.152"	18.400"
70-88	0.205"	18.455"
90-104	0.258"	18.508"
105-124	0.298"	18.548"
125-144	0.351"	18.610"
145-164	0.404"	18.640"
165-178	0.457"	18.700"
180-198	0.496"	18.764"
200-218	0.549"	18.799"
220-238	0.602"	18.852"
240-258	0.655"	18.905"

8.5" by 11" Cover Height: 12.75"

Pages	Spine Width	Cover Width
20-60	0.32"	19.32"
62-100	0.40"	19.4"
102-140	0.50"	19.5"
142-180	0.60"	19.6"
182-220	0.70"	19.7"
222-260	0.80"	19.8"
262-300	0.90"	19.9"
302-340	1.00"	20"



9" by 12" Cover Height: 13.75"

Pages	Spine Width	Cover Width
20-60	0.32"	20.32"
62-100	0.40"	20.4"
102-140	0.50"	20.5"
142-180	0.60"	20.6"
182-220	0.70"	20.7"
222-260	0.80"	20.8"
262-300	0.90"	20.9"
302-340	1.00"	21"

Defining a Look

You can use specific art, clip art, colors and fonts to give your yearbook a look that best characterizes your school. With our full-color options, you can feature your school colors and art to emphasize school spirit and unity, as well as to neatly create an interesting look. Consider how you will lay out your pages. Determine color schemes, backgrounds, and font types you will use. The key is to have a **pattern of consistency**.

Next, consider where you will place your copy (text) on the pages. If you use captions under images, set a common font style for all text of this manner. On student class pages, decide whether you would like the student names to appear on the side or below each image. Stick to these rules throughout the page building process. Determine whether you would like each page to mirror its facing page. Mirroring pages creates a unified look for your book.

Themes

Your yearbook will create more reader interest when you have a theme that ties the book together. Themes can be reinforced through imagery, embellishments, quotes, colors, and word choice, which all work together to help establish the tone of the book.

The choice is yours, but developing a common thread throughout your book will create a structure from which you can build a distinctively unique yearbook.



IDEAS

- School slogan/Motto/Mascot
- Theme that has worked well in the past
- Sports/Athletic/Music
- Religion/Spirituality
- An old newspaper feel
- Jungles/Deserts/Ocean/Mountains
- Countries/Cities/Travel/Maps
- Vintage/Retro/Historical Periods
- Outer Space/Planets
- Robotics/Chemistry/Science
- Zoo/Amusement Park/Aquarium/Farm
- Dinosaurs/Pirates/Mythology
- Popular book/Literary characters



About Me Pages

About Me pages are a great way to help reinforce your theme while creating a snapshot in time by allowing students to fill in their own answers.

As a Studio Source customer, you have access to a collection of free, predesigned pages or you can grab some graphics from our content catalog and create your own!

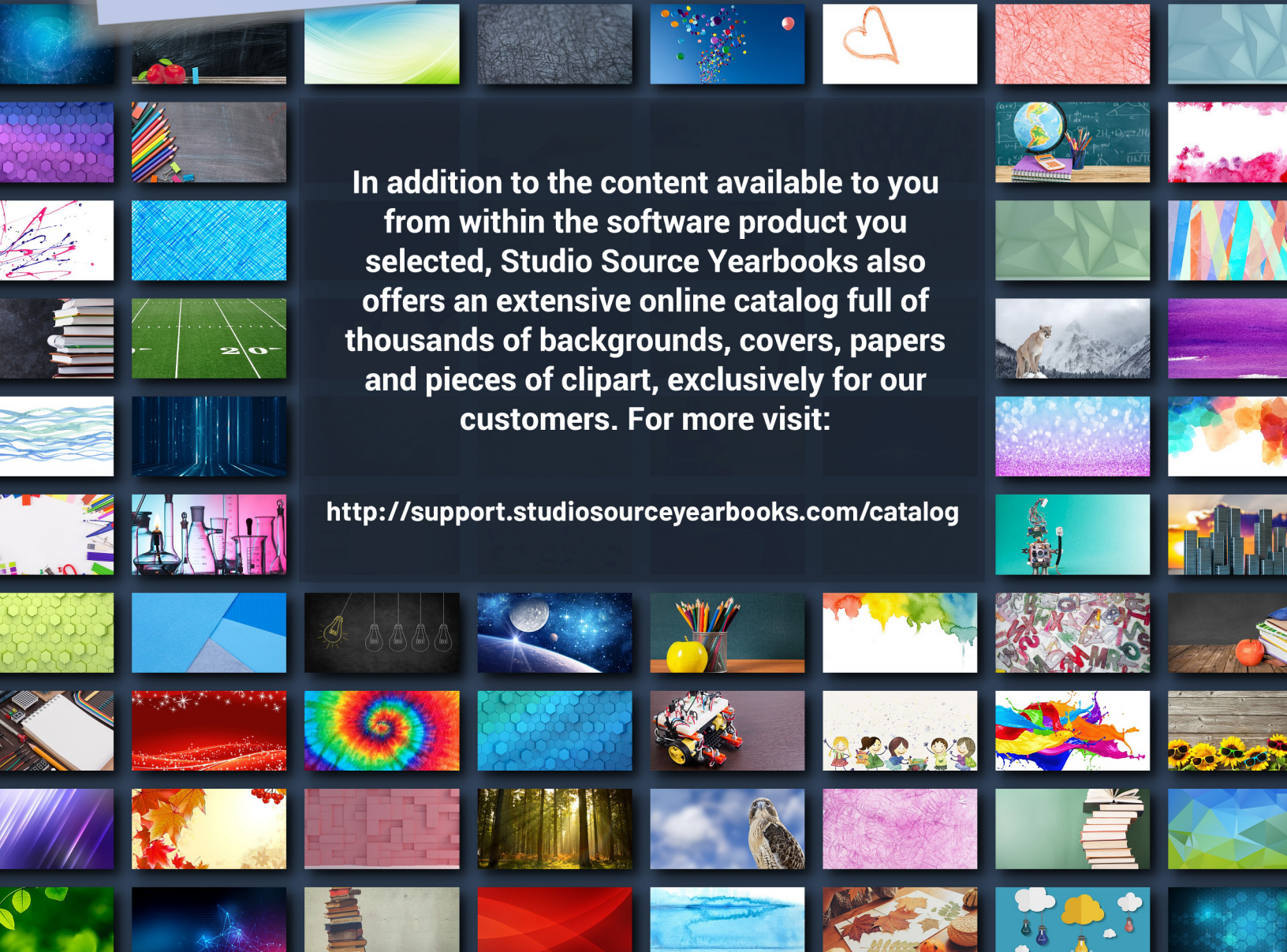
TIP:

If you're feeling stuck, our graphics library includes theme collections to get you started! Find backgrounds, and clipart that work together to build a cohesive look.



In addition to the content available to you from within the software product you selected, Studio Source Yearbooks also offers an extensive online catalog full of thousands of backgrounds, covers, papers and pieces of clipart, exclusively for our customers. For more visit:

<http://support.studiosourceyearbooks.com/catalog>



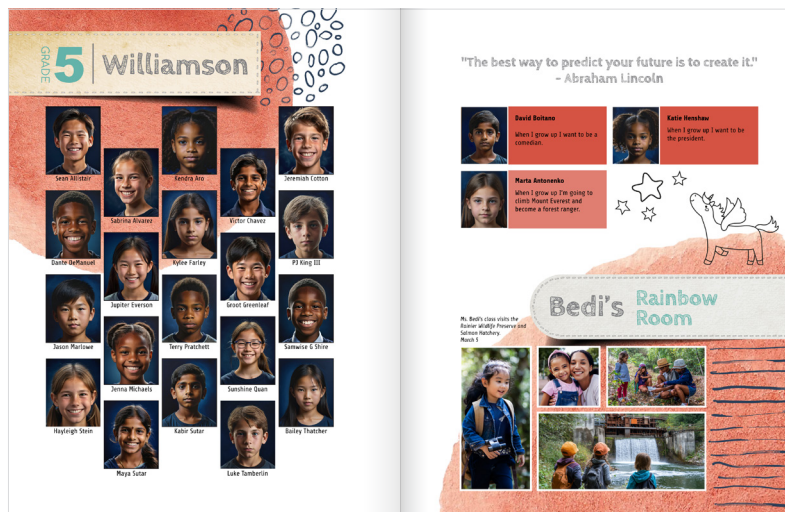
Page Composition and Tips

Concepts to know

Proximity is when you group related design elements together, or in close proximity to one another.

This helps indicate that the items are related or connected in some manner and helps provide your layout with a more organized structure.

Another way to create this connection between elements, if they are in different locations, is to use **repetition** and give images similar colored borders or shapes, or give text similar fonts or colors.



Contrast ensures that there is variation between the elements within the design to create interest.

For example if your page has a row of 5 rectangular images, choose one to be the focal point and make it round.

Another example would be placing something small next to something large.

EMBELLISHMENTS

While we strive to give you as many options as we can for backgrounds, clip art, and embellishments, a word of caution: Colorful backgrounds add life to a book and clipart can help balance a page, too much can **clutter** your more important content and make text hard to read.

Strive to use similar or complimentary backgrounds or related clipart throughout your book and stick to **just one or two pieces of clipart on a page.**

TEMPLATES

Each piece of software we offer has the ability to start a book from scratch or to use one of a number of built-in templates. Check out your software's documentation to see what template options they offer.

No interested in a predefined template? Studio Source's content catalog has thousands of backgrounds/clipart to choose from as well as coordinated collections to help bring your book's "look" together.

NOVELTY FONTS

These fonts are best for titles or special places you may want to call attention to, but shouldn't be used for paragraphs:

Handwritten
DECORATIVE



(dingbat font)

Fonts

Serif vs. Sans Serif

Serif is a small decorative flourish on the end of the strokes that make up letters and symbols. While these are often considered to be decorative, their appearance has historically increased the readability of long passages of text because they aide the eye in it's travel across a line, particularly if the spacing is wide or inconsistent, such as with justified paragraphs. However, many modern type faces are considered equally or even more legible at any size than some serif designs.

For long blocks of text, serif fonts are still generally considered more reader friendly, in a large part because they are what readers are used to, and thus find easier to follow on a text heavy page (such as a book, newspaper or magazine). If you cannot base your font decisions on serif vs. sans serif, what should you base it on? The answer lies in balancing the type of content, its location, and its audience.

For **shorter text blocks**, such as captions, headings or text in a chart, the simplified letters of sans-serif fonts may be a better choice as they are often more legible at very small sizes. These fonts are also recommended for audiences of small children as the letterforms are easier to recognize.

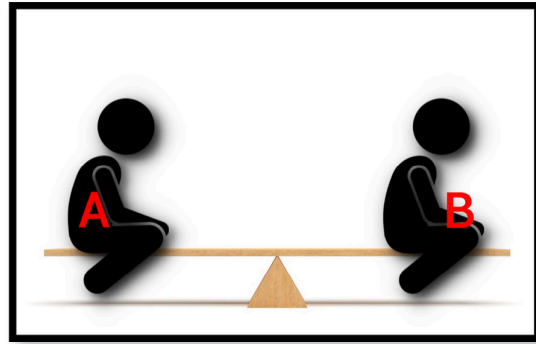
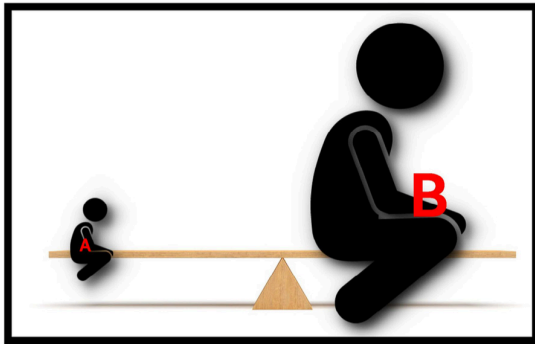
Whatever font you use, keep in mind that while your yearbook doesn't have to be boring, **limiting the number font types and sizes will create a more professional look.**

Consider using **one font type/size for headlines and another for copy and captions**. Keep in mind how the font color, size and style you choose will show when printed against your background - sans serif fonts are often easier to read on dark backgrounds!

Finally, whether you choose serifs or sans serif, you will generally want to use decorative font types for headlines and easier to read font styles for smaller type.

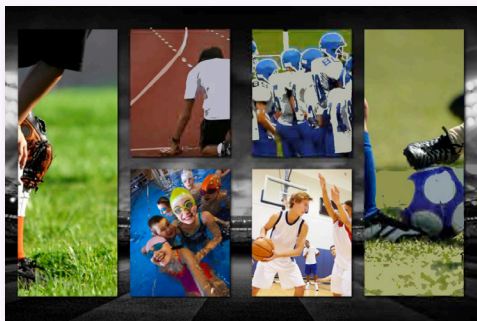
Balance

Balancing a composition involves arranging both positive and negative space in such a way that no one area of the design overpowers the other areas.



The image on the right looks balanced. The image on the left does not feel right because we know that person A is not big enough to balance person B, so the seesaw should be touching the ground.

Visual balance is very similar, with physical weight being replaced by visual weight. Just like our seesaw, an unbalanced composition feels uncomfortable to the viewer. When a composition (or yearbook page) is balanced, every portion holds some interest and thus it keeps the reader engaged.



Symmetrical Balance - weights are equal on both sides of a composition, balanced around an axis in the center. Evokes feeling of formality and elegance.



Asymmetrical Balance - unequal visual weight on either side of the composition. Usually composed of large dominant element (hero image) in one side and a few lighter, lesser focal points on the other.

Visual Direction

The perceived direction of a visual force; the direction we think an element would move if given the chance. The ship in this case appears to be moving in a predictable direction. Visual direction can be used to guide the viewer's eye in a direction we want them to follow.



Visual Weight

The perceived weight of a visual element; a measure of how much the object attracts the eye. The size, contrasting colors, and perceived motion of the ship contribute to its overall visual weight as compared to the smaller, all similarly-colored, stationary clouds.



Mosaic Balance - comes from balanced chaos. A collage of jumbled images uses this form of balance. There is a lack of distinct focal points, with the individual elements sharing a uniform emphasis.



Radial Balance - elements radiate from a common center like rays of sunlight. The center becomes a strong point of attraction.



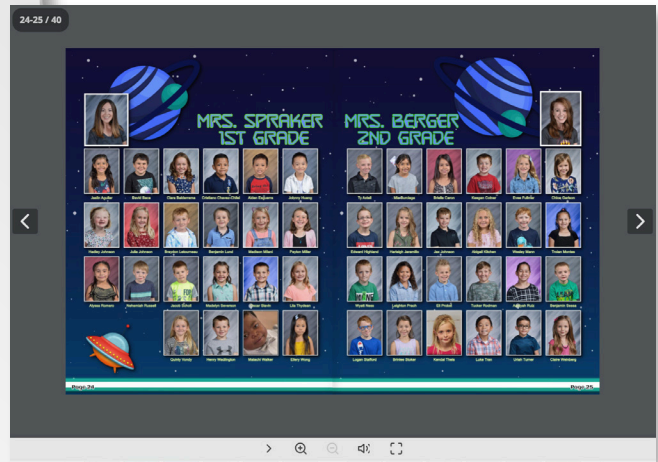
Book Submission and Ordering

Studio Source Yearbooks' online proofing and ordering system makes the process of completing your book and placing your final order a breeze.

Details on submission, proofing and ordering are available in your software's knowledge base, including a proofing checklist.

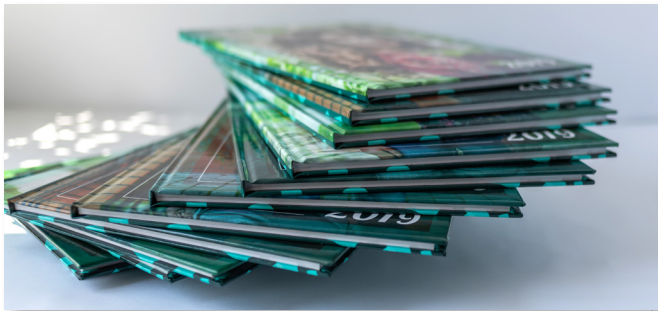
PROOFREADING

Final proofreading of all copy is the responsibility of you and your yearbook staff. Recruiting several people to proofread will help eliminate misspellings and other errors. A member of the school staff should always complete a final reading. Studio Source Yearbooks is not responsible for the editorial content of your publication. Your Yearbook will be a permanent representation of your school. It is up to you to make sure it represents your school well!



BOOK CHECK

When your finished books arrive at your school, it is very important for you to immediately open the shipping cartons to double-check the quantity received. Do a count of your shipment and go through a few books to make sure everything is as expected. Now is the time to make sure you received the entire shipment. A missing or damaged carton should be reported immediately.



Payment

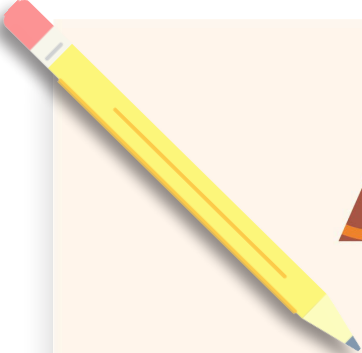
Ideally, payments for books will have already been received through your pre-sale. If you are conducting last minute sales, you should first distribute all pre-paid books. Designate one person to be responsible for conducting sales and accounting for all money transactions to students who did not order early.

Distribution

Distribution can be complicated. You'll need to decide if you are going to deliver books to each class or designate a pick up time when students can come to a central location to pick up their books.

The important part is to make sure that there is a detailed tracking system in place before distribution day. This can be digitally or manually accomplished, but you'll need to be able to quickly find and record each student who receives a yearbook. You'll also want to make sure you have a plan in place to keep track of late sales.

You may choose to use Studio Source Yearbook's online School Stores or a pen and paper, but make sure that you have made that decision before you start selling late books!

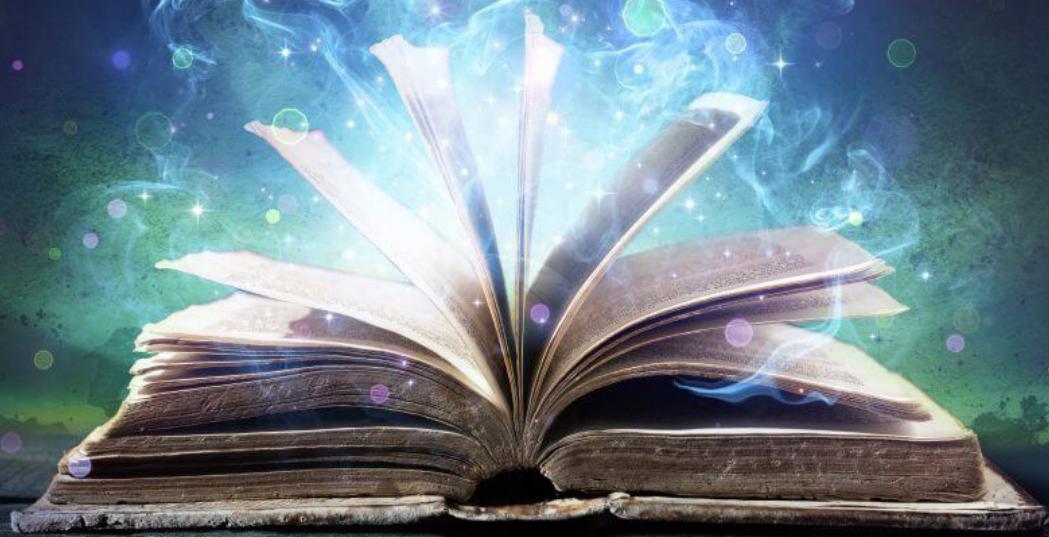


AUTOGRAPHS

One popular activity to plan after distribution is to hold in-class signing parties. Work with teachers to arrange a delivery time so that as soon as the books are delivered the kids have free time to mingle and have their classmates sign their books.

Some schools even take this idea further and arrange whole school signing parties, where the school gathers in the gymnasium to receive their books and mingle to sign other books.

Whatever you do, plan it ahead, keep it organized and above all,
HAVE FUN!



Useful Guides and Tips

In this section, you will find a few handy guides to help you stay efficient and organized. We've included a list of what to look for when proofing your final book, a ladder planner to fill out and plan the struture of your book, as well as a planning outline to break down the timeline of your whole project from start to finish.

Proofing Tips

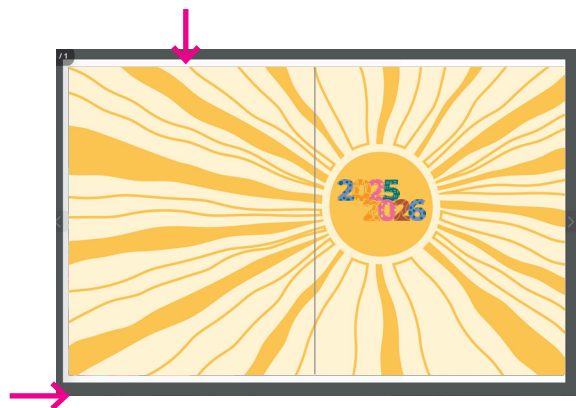
By the time you've reached proofing, you've spent many hours looking at the pages of your book and can potentially overlook small details. You will want to make sure to find these before the book is printed. Take a breather, get some coffee, or just take a night off and step away from the computer. Maybe invite others (your principal, other advisors, or teachers) to help you take a look. Fresh eyes are always an advantage.

We've seen it all, so below we've put together a few useful examples of common issues to look out for when making your final run through the pages of your hard work:

Cover:

Common issues:

1. **Artwork is not full bleed:** artwork doesn't reach edge to edge, leaving white space on the page
2. **Spine text too large/misplaced:** Spine text must **not exceed** 70% the width of the spine, with space on both the left and right, and it must be centered.
3. **Artwork/text not positioned well on page,** getting cut off the edge(s)
4. **Low resolution/ pixilated graphics**
5. **Year/Spelling Incorrect**



Artwork should reach to edges of page, leaving no white border



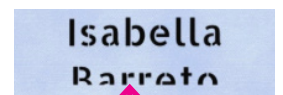
Spine text is too large, currently taking up about 105% the width of the spine

Text:

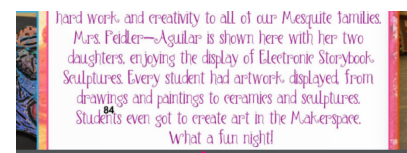
1. **Illegible text on dark/busy background**
2. **Text crossing gutter of spread**
3. **Text too close to edge of page**
4. **Text box clipping**



Poor text contrast leaves text nearly illegible



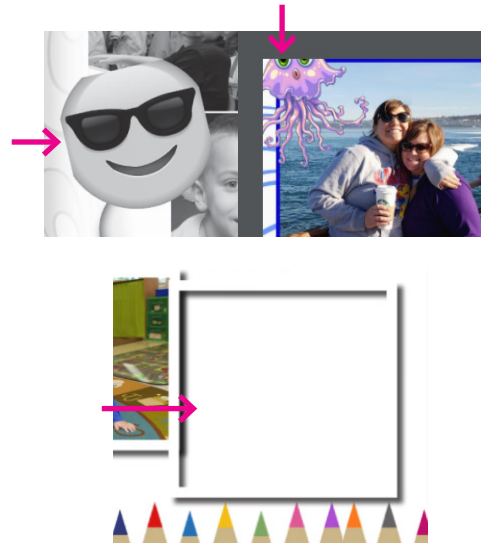
Text box clipping



Text too close to edges, runs the risk of getting cut off when book is trimmed.

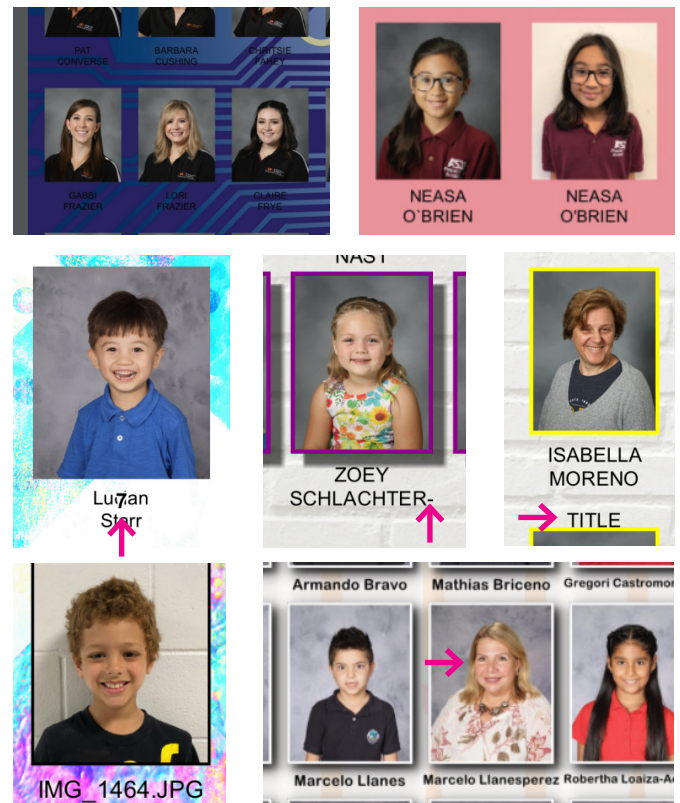
Candid Photos and Clipart:

1. Low resolution graphics
2. Clipart being clipped by frame
3. Clipart/candids getting clipped off side of page, obviously unintentionally
4. Frames being clipped
5. Empty frames



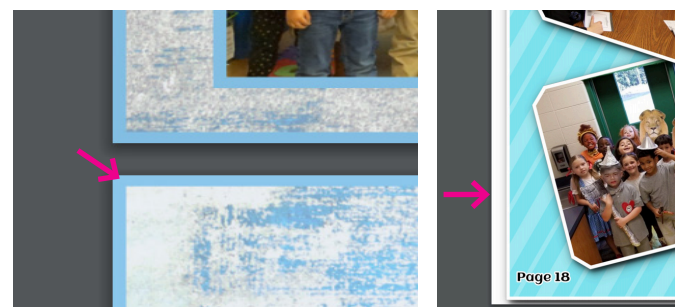
Portraits:

1. Poor legibility of names on busy backgrounds
2. Duplicate students (name and/or photos)
Double check students who have had retakes. Often times, both photos will show up on the class page.
3. Names cut off or obstructed by graphics or page numbers
4. Placeholder text or incomplete names:
Always check longer/hyphenated names, titles, and make sure no file names are included.
5. Teacher in the middle of class page as student:
Alternatively, check to make sure there are no students in the teacher spot.



Backgrounds:

1. Backgrounds are not full bleed
2. Backgrounds have borders applied in the bleed area of the page: bleed will be trimmed off, so if the trim isn't exact, unintended colored lines can be left along the edges
3. Page numbers obstructing text
4. Low res/ pixilated background



These backgrounds have a border applied in the bleed area of the page

Not set as a background, this background is not full bleed and has a border applied

Ladder Planner

This ladder style yearbook planner is designed to help you organize your book before you start in the software. If you need additional pages, you can make photocopies of this page or go to our support site to download a printable PDF.

[illegible]



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