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*Here's the April issue of YourBook
newsletter from < Your Name
Here> to help < Your Adviser's
Name Here> and the yearbook
staff at < Your School name here>
create the best yearbook ever!*



It's not just a Yearbook, it's...

YourBook

The latest news and information from Jan Moore of Jostens Yearbooks

April 2011



It's April so...away we go, Your Adviser's Name Here!

It starts here! 2012. This is it. Our annual Jostens Premier edition with all the great new products, services and ideas for 2012.

It starts with our theme for 2012—a **Yearbook Top 10**. You'll find it on page 2. It's a Top 10 like no other. Some of it is common sense. Some of it might be new to you. But all of it is important, and we hope you will use it to guide you and your staff to your best yearbook ever. You are going to hear a lot about this Top 10 all year long so you should get started now.



Check out the Top 10 of Yearbook on page 2

Then move right on to our centerfold full of cover ideas. And that's what we hope they will be for you. Ideas. Not the end all and be all of covers but a place to start. On the poster, you will find our 2012 Studio-designed emboss, litho and silkscreen covers. And if you should decide to use one of these with minor changes—great. But I know I would rather you looked at them as a great jumping-off point to a cover of your own.

Then it's tech and production. Pages 6 and 7 cover all the changes and new features in YTO, YearTech for InDesign, your Yearbook kit as well as very cool new editions to Yearbook Avenue. If that's what you are looking for, then that's where you will find it.

But it doesn't end there. There are so many more great new products and services coming your way for 2012 that we couldn't fit them all in. Plus much of the new cover and endsheet materials (foils, metalines, cover stocks) have to be seen and touched in person. So you will just have to wait until we see you to hear more about... well, everything that's coming next year.



See the 2012 covers on the centerfold poster



Plan Now for 2012!

We are having a

Spring Workshop

and you are invited!
Here are the fast facts:

**Extreme Yearbook Makeover
on May 6 at Whitney Oak CC.**

Watch your mailbox for more info or contact us at the numbers on the back of this newsletter.

Jan

What you should be... Doing Now

This is a detailed list of the most critical things you need to get done before the 30th of April. Try to make sure that you have completed all of these items by the time May rolls around. Here they are in no particular order because they are all important.

Attention, fall delivery advisers. We suggest you take a look back at the March, February, January, December, November, October and September issues and make sure that all those items are complete.

- ⌚ **If you use InDesign to produce your yearbook, return all proofs as quickly as possible.** If your book is spring delivery, you have undoubtedly sent in your final deadline. That makes proofs the MOST important item on your agenda. Three days in your school means THREE DAYS! Especially after your final deadline. We can't stress that enough.
- ⌚ **Finalize your spring distribution event.** Call us today if you need ideas. You worked long and hard on this yearbook; you should celebrate its arrival.
- ⌚ **Finalize your 2012 yearbook staff.** By the time you read this, you should have a very good idea of who your editor(s) will be. And hopefully you have also chosen (with the editor's assistance) the rest of the staff. Plan some meetings with the new staff and get them involved with yearbook now. Selling ads and discussing theme, cover and endsheets are all spring tasks you can work on.
- ⌚ **Register that new staff for a summer workshop.** Check the front page of this newsletter (the one with our letter on it) to find out where and when our spring or summer workshop will be held, how to get registration materials and then get as many of your yearbook staff signed up to attend as you can. Nothing will make your 2012 go smoothly like getting the whole staff to a spring workshop to get excited and then to bond at the summer workshop, plan their book and learn the software they will use to produce the book.
- ⌚ **Encourage contest entry.** The Jostens Yearbook Design Contests have less than a month to go until the final deadline for entries. Go to www.jostens.com or Yearbook Avenue and click to download rules and entry forms. Only two weeks to go for YTO and four for InDesign.
- ⌚ **Plan your advertising campaign for 2012.** If you sell business advertising, this not only is the BEST time to plan your ad sales for next year (set new prices, list prospects, etc.), but it may also be the best time to sell those ads. And have the new staff participate as well. Bring them in after school to educate them on selling and find out the depth of their commitment to your program.
- ⌚ **Start planning for next year.** Once you have your yearbook staff, you can plan your theme, your cover and your endsheets, and be ready to go super early.
- ⌚ **Did you set up a time to get organized?** If you never got around to doing this in 2010-2011, then you probably did not have the greatest of years. Set a goal today to do this in the 2011-2012 school year. Remember—do this EVERY day, and your life will just get better and better. I promise. ☒

While each yearbook is a unique creation, there are...

THEY GOT THIS EXACTLY RIGHT



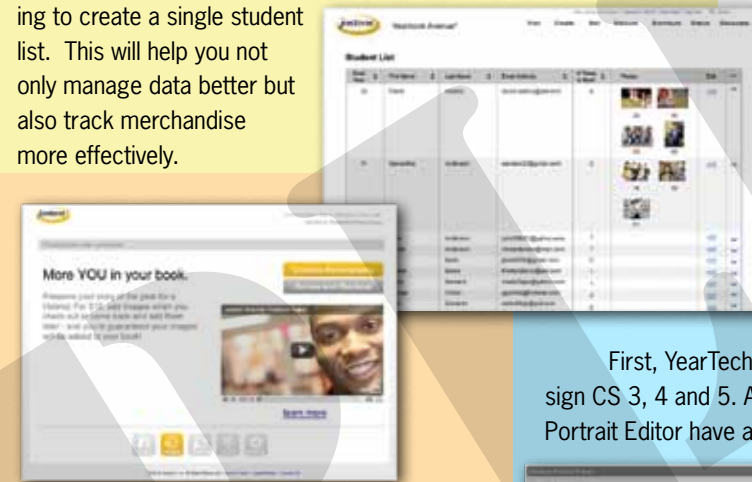
...elements that all great yearbooks have in common.

Join with us as we move into 2012 and focus our yearbook attention on these 10 elements. It's our theme for the year, and you will be hearing a lot about them as we go forward. Nothing will be as important as these 10.

Why these 10? Because we asked kids from all over what's important to them when it comes to yearbook, and this is what they told us. We challenge you to have a discussion with your yearbook staff and your student buyers and find out if these aren't the 10 things your students most want in their yearbooks. Don't be surprised that we hit the nail right on the head. We hope you can focus on each of these as you create your 2012 yearbook.

ENHANCED STUDENT LIST ON YBA

To get yearbooks in as many hands as possible, you need to know who your audience is. We have enhanced our selling tools to include one page that incorporates a snapshot of the coverage report, unidentified student report, image tags for the index and sales reporting to create a single student list. This will help you not only manage data better but also track merchandise more effectively.



PYP IMPROVED

Jostens offers Personal Yearbook Pages to allow students to capture their own memories as part of the yearbook. This next year's changes will make it even easier to add photos to the yearbook. Students can add photos when they are buying their book and be done or spend time designing the pages the way they want. As much or as little as they would like. When they are finished uploading photos, buyers will see a preview of their pages. They can edit the pages if they like or do nothing—and the pages will be printed in only their yearbook.



ON THE WAY!

The popular *Gotcha Covered Look Book* will be arriving in yearbook rooms from coast to coast in early April.

Featuring spreads from hundreds of yearbooks selected for their cool design and incredible coverage, you'll also find a wide array of covers along with the winning entries from the Jostens photo and design contests.

The 288-page publication is the largest edition produced in the publication's nine-year history. High schools producing 2011 yearbooks with Jostens will automatically receive a copy at no charge. If you aren't in that lucky group, call me and I will bring you one myself.

Amazing things are coming. I can't wait to come in and show them to you and your staff!

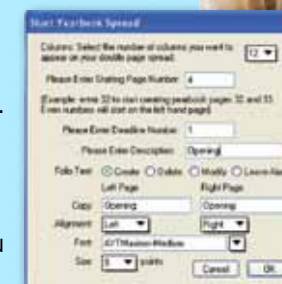
Use INDesign?

Do you use YearTech with InDesign? Then you will love the changes coming your way.

First, YearTech will now be compatible with InDesign CS 3, 4 and 5. And Page Wizard, Picture Placer and Portrait Editor have all been redesigned without the use of Adobe Switchboard. An improved Indexer is faster and easier to use with an "index by page" tab that lets you quickly add students

who are in photos but not in captions.

You can set up pages with Page Wizard and place pictures and portraits with Picture Placer in a number of ways, proving that Jostens YearTech is still the best way ever to produce a yearbook using Adobe InDesign.



Let's work together to produce the most incredible yearbook you, your staff and your school have ever seen!

All the rest... That's new for you!

So much to tell you, so little space. These two pages have just a quick preview of what's new with your Yearbook Kit, Yearbook Avenue, YearTech Online and YearTech for InDesign as well as some updates to Image Share and new sales tools to help you put a yearbook in the hands of every student in your school. We have a lot to see, so let's get going!

IMAGE SHARE IMPROVEMENTS

We have a huge commitment to Image Share. We believe in it totally, and the reason is that we know that there is only so much time in a day, so many photographers on a yearbook staff and so many places those photographers can be. Plus, it serves another purpose.

Our goal is to make it easier for you to share uploaded photos with a lot more people in your school community, building buzz about the yearbook. The screen shots of Image Share at right are what it may look like when it goes live for 2012, but no matter what you see then, just know that it will be there for its dual purpose, providing you with more photos, which will equal more coverage of your students. With the new, improved functionality, Image Share will give your yearbook some much needed exposure and let your readers know that they are going to be in it.



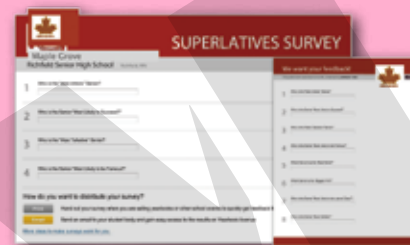
LONG LIVE YEARBOOK!

That's the theme for this year's yearbook kit. And rightly so. A smaller box, a greener kit with just the things you need to produce your best yearbook ever, to produce something you can be proud of for years to come. Not only do we want the yearbook to live forever, but also the skills your staff learn here will last them a lifetime.

SURVEYS AND SUPERLATIVES

Readers want Superlatives, and readers love surveys. That's why there will be a new survey tool on Yearbook Avenue that will make it easier for you to create Superlatives, distribute surveys and ensure the content in your yearbook is what people are talking about. This is still under development so the survey tool may not look like the illustration when you finally see it, but know that more details will become available when it releases this summer.

So, start thinking now about what content students want in the yearbook from voting, surveys, opinions and Superlatives. And then ask, "How do we connect that survey process to getting people excited about yearbook?" For example: "Vote for favorite whatever and find out the answer in the yearbook."



ENHANCED PHOTO TAGGING

All those uploaded and downloaded photos could make for quite an organizational challenge so for 2012 the YTO image library will be enhanced with software to help staffs more quickly identify faces. Identifying and tagging faces with key words make it easier to find the content you want and see who is covered in the book and how many times.



1 We've been saying this for years.
Inclusive coverage that puts everyone in the yearbook three times!



2 They *will* judge your book by it.
An appealing cover that makes a statement about your school and reflects your students.



3 It's not just about school anymore.
Coverage that extends beyond your school's walls to every part of your students' lives.



4 This one's a no-brainer.
Identify every person in every photo with each name spelled correctly.



5 Lots and lots and lots of these. From everywhere!
Photos, including those submitted by everyone at your school, that grab your readers.



7 This takes time and hard work.
Create some eye-catching, beyond-great design with graphics that scream...COOL!



8 Everyone just wants to be themselves.
Let them have personalized content, including personal pages, names, icons and recognition ads.



9 Where am I? Where are my friends?
Your readers want to know so create an index that tells them, quickly and easily.



10 Sign here! Sign here! Sign here!
Your readers always say they want more so give it to them—MORE AUTOGRAPH SPACE!



Cover Ideas Start Here

Below the pink line you can see the Jostens Studio-designed yearbook covers for the 2012 school year. You could just pick one of them, change the title or the color or the mascot and have your cover but...

DON'T *please*

Instead...use these great Jostens covers as a jump-off point for your own one-of-a-kind cover.

There are so many affordable and incredible ways to create your own cover. We would rather you used these as idea starters...not the finished product. Let's set up a time to create your own amazing cover for 2012!

Emboss

Litho

Screen

