

Welcome to our 2017 - 2018 Monthly Newsletter! We so are excited to share yearbook tips and ideas to make your year as easy as possible. Whether you are a new Advisor or a Seasoned Veteran, I hope you will find information in this newsletter that you can apply to your yearbook program.

NAME THE NEWSLETTER CONTEST

We need your help to name our Monthly Newsletter! Like us on  Facebook and comment with your name idea. Friesens will review and pick one of the names by October 6th.

DESIGN STYLE GUIDES



Make copies of your Design Style Guide so everyone has a reference to the colors, fonts and elements you've chosen for your yearbook.

One of the difficult tasks you will be faced with during the year is making sure your team/group/club/students are all on the same page. Not only with the project and the deadlines you have to achieve, but also with the finished design of your Cover, Endsheets, and Pages.

Your editors, designers, and photographers are going to be contributing content to the yearbook and part of your job is to make sure they are all headed in the same direction visually.

So how do you help your students navigate this? You provide some rules in the form of a Yearbook Style Guide.

Your Guide should include:

- fonts, the families, and the sizes,
- heading, subheading and body copy styles,
- colour palette and their CMYK values,
- layout size, the margins and bleed values
- also create a sheet showing your theme elements.

Print out your guide and make sure everyone has one. Remind your students when designing their pages, to make sure they check the guide so they are doing things correctly. When you are proofing and double checking the pages, have your students add this to their checklist so they are confirming the correct elements have been used and your yearbook is consistent throughout.

It should be your holy grail for how things should look. They say if in doubt throw out, here we say if in doubt check it out.

Having your style guide ironed out early will help everyone move in the right direction without having to double check to make sure they have the latest design decisions. Your group will be able to move forward with speed and confidence.

[Visit our blog for more yearbook tips.](#)



Back to Yearbook Basics

Are you a new advisor? Are you trying to figure out this new yearbook language and all the pieces that make up a yearbook? We keep talking about your cover, endsheets, signatures, book blocks, sewn and tight back binding, Yikes, it can be so confusing.

Where do you start?

1. Friesens has teaching tools that will help you get started. First review your Yearbook Kit. Review the Teach it Guide for the fundamentals of how to get started and don't forget to read right to the end and review the glossary, it should help you with this strange new yearbook language.
2. Ask your yearbook Print Consultant for a copy of our "How a Yearbook is Made". It provides a physical example of the pieces of a yearbook before it's assembled so you can see how it goes together.
3. Set up a meeting with your Print Consultant. They will run through the yearbook process and answer any questions you have.

Sell it! - Yearbook Pricing Strategy

Here are a few tips on how to strategically price out your yearbook.

- Don't price your yearbook too low...ensure all costs are covered plus an extra buffer
- Offer early bird pricing incentives
 - Examples: \$40 before Oct. 31, \$45 before Nov. 30, \$50 before Dec. 20
- Make money with optional upgrades
 - Examples: \$5 for Memory Capsule, \$5 per line personalizing, \$3 for Autograph Supplement
- Consider Packages...if buyers have three options, they tend to choose the middle option
 - Examples: Silver \$40 - yearbook only, Gold \$45 - yearbook plus one upgrade, Platinum \$55 - Yearbook plus all upgrades



UPCOMING WORKSHOPS

- Winnipeg Workshop – September 29, 2017
- Eastern Ontario Editor Workshop – October 5th, 2017
- B.C. Workshop – October 20, 2017
- Northern and Central Alberta Workshop – October 15th, 2017

TOP 10 REASONS TO MAKE A YEARBOOK



1. Remember your Friends
2. See what you wore and your amazing hair do
3. Prove you went to school with someone Famous
4. Remember your crushes and old boyfriends or girlfriends
5. Read the comments from your Friends
6. To see if people really became who you thought they would
7. Make a profit
8. Build great job skills for after school
9. It's fun to look back, yearbooks are great memory books
10. Because it's Fun!

REMINDER

Don't forget to set up your online store, it's a simple part of the process that will automatically help your yearbook sales!



Hardest Job Ever: Working in a bubble wrap factory. Imagine the self-control needed!

