

# Yearbook Planning Guide

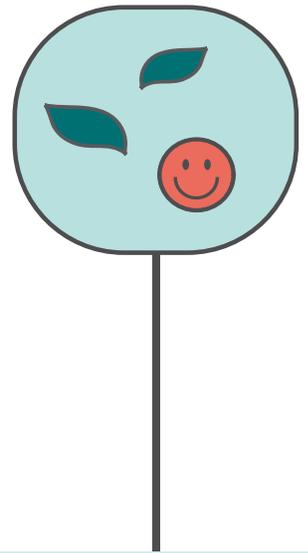


# Welcome to the Remember Me™ experience

Our professional staff has produced this publication so your Yearbook program will be exciting, educational and memorable for all involved. Even more importantly, you will be part of the production of a high-quality, professionally finished yearbook that every recipient will have as a permanent and cherished keepsake of the school year.

Remember Me has set the pace in printing yearbooks. We are the first to introduce “no commitment” orders; first to offer a 100% money-back guarantee; and first to bring 10-day delivery to your door!

As a first-time Advisor, take a few minutes and review this guide. It is in logical sequence, providing easy-to-follow instructions that lead you step-by-step to the successful conclusion of a first-time program. For the experienced Advisor, keep this publication close at hand as a helpful reference.



## Contact Information

Our experienced service staff is eager to help at any time.  
Contact us at your convenience.

**Toll Free Phone:**

800-587-4470

Mon.-Fri. 9:00 AM to 5:00 PM EST.

**Email:**

[sales.service@remembermeyearbooks.com](mailto:sales.service@remembermeyearbooks.com)

**Web Site FAQs:**

[www.remembermeyearbooks.com/FAQ](http://www.remembermeyearbooks.com/FAQ)

**Mailing Address:**

Remember Me™

10501 Rhode Island Avenue

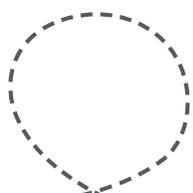
Beltsville MD 20705

**Toll Free Fax:**

800-215-6685

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# Practical Planning

## Getting Started

- 1 Decide on your book type:**  
saddle stitch, perfect bound or hardcover.
- 2 Estimate the size of your book (number of pages) and number of copies you will need.** This will allow us to estimate the cost per copy.

If a record of the program your school previously produced is not available, simply follow these guidelines to calculate a practical estimate.

## Estimating the Number of Pages for Your Book:

### A. Estimated # of Student Portrait Pages: \_\_\_\_\_

Normally yearbooks will have their portrait images arranged either by grade or class. Elementary schools are normally by class, and middle school/high school yearbooks are arranged by grade.

When estimating the number of portrait pages you'll need, divide the total number of students by the number of portraits per page. The number of portraits you can fit on a page will depend on what size you would like your portraits to be.

Maximum Number of Portraits Per Page		
<b>60</b> Small Portraits	<b>36</b> Medium Portraits	<b>16</b> Large Portraits
		

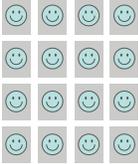
## Practical Example

Calculate the Estimated Number of Portrait Pages



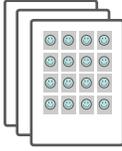
School of  
400 students

$\div$



16 students  
per page  
(large portraits)

$=$



**12 portrait pages**

### B. Estimated # of Introductory Pages: \_\_\_\_\_

One page for school information, one or two pages for administration and staff, plus any dedication pages.

School information	_____ pages
Admin and staff information	_____ pages
Dedication pages	_____ pages

### C. Estimated # of Activity Pages: \_\_\_\_\_

Generally, two group or team pictures or four to five candid action shots will fit on a page. Be sure to include enough pages for all clubs, sports and performing arts groups that your school offers.

### D. Estimated # of Extra Pages: \_\_\_\_\_

Add four to eight extra pages. Estimating higher page counts eliminates any possibility of running short of preparation materials.

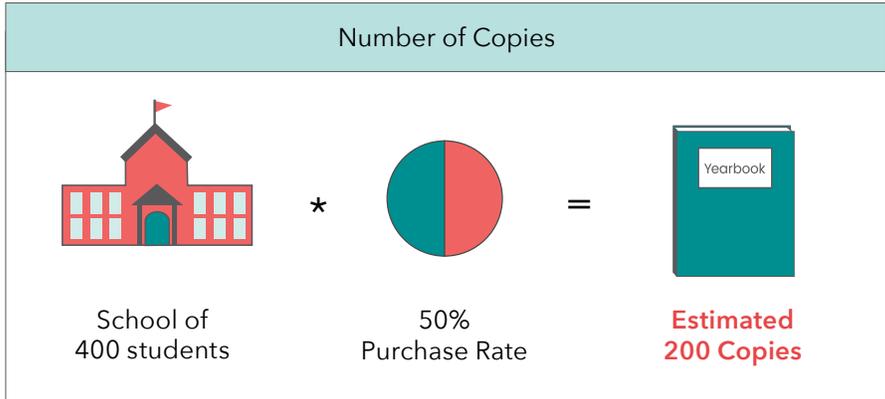
### E. Total Pages: Add up your page counts for A through D: \_\_\_\_\_

Keep in mind, the cost per copy rises as the page count increases. You can always revise your page count any time before you submit your final copy for production.

# Estimating the Number of Copies

When you work with Remember Me™ there is no minimum quantity you need to order. Just order what you need. If you still want an estimate, we assume that only 50% of the enrollment will purchase a book.

## Practical Example



Page Count	
<b>Introductory Pages</b>	<b>2</b>
<b>Student Pages</b> (K-5th grade with teachers per grade)	<b>24</b>
<b>Activity Pages</b> 4 teams = 4 pgs. Band/Choir = 2 pgs. Clubs = 5 pgs.	<b>13</b>
<b>Extra Pages</b> (Candid/Autograph/Sponsors)	<b>5</b>
<b>Total Estimated Pages</b>	<b>44</b>

**Program Size = 200 copies @ 44 pages**

## Estimating the Cost Per Copy

Determining a price-per-copy estimate eliminates any potential for last-minute production cost surprises. It also aids in the establishment of a final sales price to the students and ensures everyone involved has a clear understanding of the financial obligations of the program. You will be able to conduct successful sales campaigns to cover your entire program, meet or beat any pre-determined budgets and help eliminate the possibility of any unexpected charges. Additional helpful information on this topic can be found under the Finances section of this guide.

### Cover Selection

When you work with Remember Me™, you can choose from dozens of easy-to-customize themes and cover designs or create your own. Our cover design is included in your current price. Custom covers designed using our Online Cover Creator also are included at no additional cost. Other cover options may have associated costs.

### Order Options

Remember Me™ has made short-run, color books available at an affordable price. You do not have to meet high minimum purchases. There's never any quantity commitment. Your price per book is entirely based on the binding type selected and the number of pages in the book. Order only what you need.

## Photographer Portrait Images

Most schools work with a school photographer to capture their student portrait images. Your school photographer will provide your school with a PSPA CD or link. This CD or link will have all the students' images organized for you. It is recommended to also obtain a class roster from the school secretary. Once your photos have been uploaded to your creation site, you can then cross-check to make sure each student is in the correct grade or class.

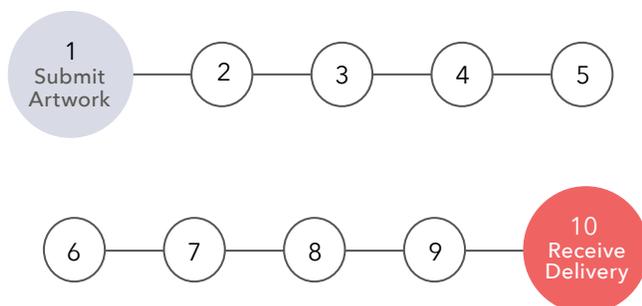
## Setting the Schedule

Your scheduling should have been finalized when your order was placed. You may update your "Expected Due Date" online on the General tab in your project. If this information was left out, you would need to contact us at 800.587.4470 to set up an assigned deadline date. Your yearbook will be delivered in 10 days or less anywhere in the contiguous United States.

## Delivery Timelines

Your assigned deadline date has been established based on your desired distribution date. Once established, it is important to meet your assigned deadline. Once you submit your final order, just allow 10 business days for delivery.

### 10 Days for Delivery



Under no circumstances will missing your deadline ever result in a production cost penalty. You will be given the option of expediting your production time or upgrading your shipment method.

### Summer Production

If you would like to include important end-of-year events and activities in your yearbook, you may want to join the many other schools electing to produce their books during the summer months. Once you submit your final order, just allow 10 business days for delivery.

## Finances

### Covering Your Costs

After you have worked with Remember Me™ to determine a cost for your program, you need to consider any incidentals and extra costs that you may incur. These costs may include the price of photographer's fees as you collect material for your yearbook.

### Making Payments

Remember Me™ requests receipt of a valid purchase order or a 50% deposit before your yearbook goes to press. You will receive this deposit request shortly after placing your order. A final invoice for your account balance will follow the shipment of your completed yearbooks. Your final payment will be due 20 days from your final invoice date.

# Preparing Your Page Copy

## Getting Organized

This section will take you systematically through a succession of ideas and easy-to-do 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 complete 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.

## Gathering Ideas

If you have previously completed a yearbook program, you may already have decided what you want in your book. It is always a good idea, however, to check 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.

## Using a Page Ladder

With a page ladder, you can fill in general ideas for content to be included on each page. Page 1 is always a right-hand page. The first-left hand page on your page ladder is page 2. Front cover, back cover and inside cover panels are not considered pages. This will establish a rough plan, which you can incorporate into your yearbook. A sample layout of a typical page ladder is included on page 18 of this guide, followed by a blank page ladder on page 19.

## Planning Your Work Space

The best idea is to have a dedicated work space and computer(s). Your Yearbook Staff may consist of 1 or 2 individuals or a whole classroom. Each member designing pages should have their own access to the internet. If you are working within the school environment, you may need to have your IT Support Staff enable internet access for each machine to [www.remembermeyearbook.com](http://www.remembermeyearbook.com). Please take a moment to review our online FAQ on Technical Requirements.

## Preparation Methods

Remember Me™ offers you our fast and easy-to-use online designer.

### Limitless Creativity

Choose from dozens of easy-to-customize themes and cover designs or create your own.

### Clip Art and Backgrounds

Choose from 1000s of contemporary clip art, borders and backgrounds.

### Advanced Photo Editing

Edit photos right within the page layout. Resize, crop and rotate photos. Adjust brightness, contrast, saturation and more.

### Assign Roles

Assign different roles to students, parents and any other yearbook team members.

### Easy Setup

Collaborate and invite others to join. Now you can create and assign sections to staff members. You can also add pages or upload portraits and candid images.

### Unique Layouts

Flow portrait images into your favorite layout templates. Choose from hundreds of layouts. Customize your portrait grids.

## Planning Consistency

### Themes

We've made this part easy with a wide selection of groups of Covers, Backgrounds, Borders, Font Styles and Clip Art in pre-created Themes ready for you to define your special "Look". If you would like to develop your own, here are some helpful tips: Are there any characteristics or events from the past year that best summarize your school's year in review? Is there a school slogan or theme already existing that would work well in your publication? Themes can vary from the book's tone and focus to simply highlighting current events for the year. Your book can be activity-based, religious in tone, or it can take on a newspaper look and feel.

## Clip Art, Colors, Backgrounds and More

Another way to create a cohesive look is to consider how you will lay out your pages. Determine which color schemes, backgrounds and font types you will use. Your yearbook doesn't have to be boring, but limiting the number of colors, background styles and font types and sizes will create a more professional look.

Consider using one font type and size for headlines and another type and size for copy and captions. Keep in mind the color, size and style of the font against the background you have chosen and how it will show when printed. Ideally, decorative font types should be used for headlines, while easy to read font styles are used for smaller type. The key is to have some pattern of consistency.

Next, consider where you will place your copy on the pages. If you use captions under images, try to use captions under all images to create a standard look. On student panel 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.

## 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," "Underclass," "Activities," "Advertisers," etc. The design can be any creation you want but should emphasize your book's theme.

# Typical Pages for Yearbooks

Yearbooks usually follow a typical layout which is listed below. Of course, you can lay out your book in any way you choose by adding your own special flair. Perhaps you'll want to select a certain theme and play off that idea throughout your entire book.

## Introduction/School Identification Page

This page would normally consist of a picture of the school, school name, address and maybe a slogan or the Principal's image.

## 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 would be 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 other class pictures.

### **Student Body**

Generally, these pages are organized by grade or class. Remember to remove duplicate images, such as retakes.

### **Activity Pages (Teams, Clubs & Groups)**

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

### **Candid & Activity Pages**

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

### **Advertising Section**

This is typically where ads and thank-yous appear in the yearbook. These pages can also be used for parent dedications.

### **Autograph Pages**

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

## **Copyright**

It is important to be in compliance with copyright and trademark regulations so that a lawsuit does not occur. Copyright grants the creator of an original work exclusive rights for its use and distribution. Schools are responsible for all content that is included in their yearbook, as well as securing the copyrights to any trademarks or licensed images.

To learn more about copyright law, please visit the Student Press Law Center at [www.splc.org](http://www.splc.org).

## Page Composition

Once you have collected all the necessary materials for a specific page, you are ready to start the actual layout of the page. Below are a few sample pages.



## Cover Selection and Preparation

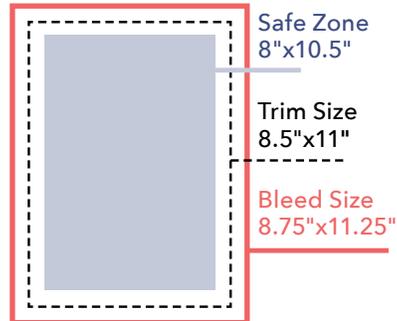
You can create your cover online using the Remember Me™ Online Designer. You can customize one of our exclusive Remember Me™ pre-designed covers or create your own cover using your original art. Scanned hand-drawn art or a desktop publishing file of your design should be saved as a .jpg file and uploaded to Remember Me™ Online just as you would any other image.

# Custom Covers Prepared Offline

## Requirements

\*Art should be scanned in at 300 dpi for color and 600 dpi for black and white.

\*Cover dimensions are 8.5" x 11". If you want your cover art to bleed, you should allow an 1/8" margin all around for a final size of 8.75" x 11.25". Be sure to keep all critical artwork and text within the safety area of 8" x 10.5" or they may be subject to being trimmed off.



\*If submitting digital files, they must be submitted in JPEG format.

\*Please upload your cover to your Remember Me™ Online Designer.

**Important:** All "Client Creations" covers should include your title as part of your original cover art. Your custom cover should be factory-ready when sent in for production.

## Submitting Your Copy

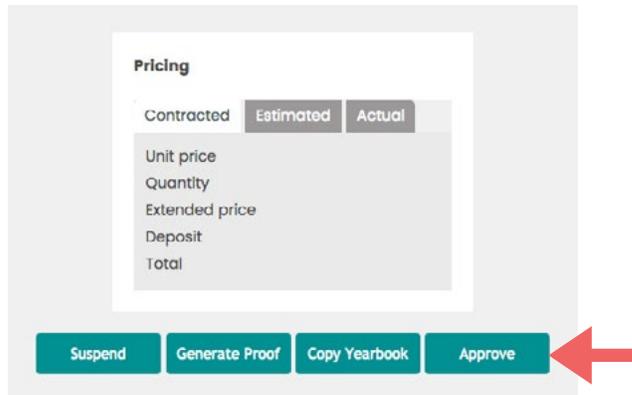
### Proofreading

Final proofreading of all copy is the responsibility of the customer. Recruiting several people to proofread will help eliminate misspellings and other errors. A member of the school staff should also complete a final reading. Remember Me™ 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 serves your school well.

**NOTE:** When proofreading pages from your Remember Me™ Online Yearbook, the project leader can generate a proof. Go to the General tab. On the right, you will see a button to generate a proof. It can take from five minutes up to a few hours for us to generate the proof. When it is ready, we will send you an email with a link to the proof. It is rendered as a PDF with 50% resolution. Because it is at 50%, things will not look as sharp as they will look in the final product.

## Final Instructions

After your book has been proofed, just click the “Approve” button. Then click “Purchase”. This will take you to the checkout page. You will be asked for your shipping address and payment type. If you would like to be billed direct, please contact our customer service department.



## General Tips on Proofing

- Proof early and often. You’ve worked so hard, take the extra time to ensure that your work is correct.
- Use a piece of paper as a guide when proofing. This will help you focus on a specific section at a time.
- Don’t proof for every type of mistake all at once. Instead, proof for one specific thing at a time. Ex: spelling and capitalization; then proof for word usage consistency.
- Check for grammar and spelling mistakes. Do an Internet search on common grammar and spelling errors.
- Although your browser has a built-in spell check, you cannot rely on it completely. Read the text out loud. Focus on the spelling of words by reading sentences backwards. Don’t forget to check your proper names.
- Proof the proofer. Use more than one person to proof the book. If you proof your own work, you may skip over mistakes because you wrote it.
- Look for duplicate images. Students often have retakes done which creates a duplicate image in the class. Find the duplicates easily by running your finger down the list of names on the page and looking for exact matches.

# Yearbook Distribution

## Checking in Your Books

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.

## How to Collect Payments

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. Setting up a booth or table at your school during a signing party or scheduled distribution function will generate the best last-minute sales.

## Signing Parties

Signing parties are a fun and easy way to distribute yearbooks to students and to sell books to students who have not yet ordered a copy. Hold a signing party in your school cafeteria or gymnasium after school. If you elected to produce your books over the summer months and hold a signing party when school reopens in the fall, don't forget to invite those students who graduated the previous spring.

## Distribution to Departed Graduates

Depending on your yearbook distribution date, you may need to deliver yearbooks to the previous year's graduating class. You can opt to ship yearbooks to all of your departed graduates or simply send out a notice for graduates to return to school to pick up their books.

## Fall Distribution

Remember Me™ offers a production and distribution alternative called "Summer Production." With Summer Production, you can complete your copy preparation during the summer months and schedule your books to be delivered as school re-opens in the fall. With Summer Production, your yearbook can include all the important year-end events.

# Plan Next Year

## Benefits of Early Planning

The arrival of your yearbook is the best time to start planning for next year's book. Your memories are fresh, and you can take those memories and turn them into specific plans for your next publication.

## Planning Strategies

If you have a yearbook committee, plan a meeting to discuss the things you would like to do differently in your next yearbook. Take notes from the meeting and combine ideas and suggestions into a specific plan.

## Likes/Dislikes

Build a list of likes and dislikes that members of your yearbook committee have about your yearbook. It is also a good idea to note comments that you may have heard around your school. Create a working plan to remedy or change next year's book based on these suggestions.

## The Hand-Off

If you are not working on the yearbook next year, prepare a summary of your findings and recommendations for next year's Advisor. You're the best source of ideas and information to help newcomers to the yearbook-building process.

## Early Ordering

Ordering early will allow you to take into consideration all of the changes you want to put into place for next year's book. You can make basic decisions about your book's look now while discussions about your previous yearbook are still fresh.

## Save Money

Be sure to ask your Remember Me™ Customer Support Specialist for any early renewal incentives that may be in effect. Once you have completed your pre-planning for next year's yearbook, you can relax and enjoy a great summer vacation with at least this one decision behind you!



We hope your Remember Me™ experience is exciting, educational and memorable. We welcome your questions, comments or suggestions. Please feel free to contact us.

# Page Ladder (Sample Layout)

		<b>1</b>	School Intro Page
	Dedication	<b>2</b>	<b>3</b> Principal/Administrative Staff
	Teachers/Staff	<b>4</b>	<b>5</b> Support Staff
	Student/Class Template Pages	<b>6</b>	<b>7</b> Student/Class Template Pages
	Student/Class Template Pages	<b>8</b>	<b>9</b> Student/Class Template Pages
	Student/Class Template Pages	<b>10</b>	<b>11</b> Student/Class Template Pages
	Student/Class Template Pages	<b>12</b>	<b>13</b> Student/Class Template Pages
	Student/Class Template Pages	<b>14</b>	<b>15</b> Student/Class Template Pages
	Student/Class Template Pages	<b>16</b>	<b>17</b> Groups/Sports Pages
	Groups/Sports Pages	<b>18</b>	<b>19</b> Groups/Sports Pages
	Groups/Sports Pages	<b>20</b>	<b>21</b> Groups/Sports Pages
	Event Pages	<b>22</b>	<b>23</b> Event Pages
	Event Pages	<b>24</b>	<b>25</b> Event Pages
	Candid Pages	<b>26</b>	<b>27</b> Candid Pages
	Candid Pages	<b>28</b>	<b>29</b> Candid Pages
	Sponsors	<b>30</b>	<b>31</b> Sponsors

# Page Ladder

	1
2	3
4	5
6	7
8	9
10	11
12	13
14	15
16	17
18	19
20	21
22	23
24	25
26	27
28	29
30	31

# Page Ladder (Continued)

32	33
34	35
36	37
38	39
40	41
42	43
44	45
46	47
48	49
50	51
52	53
54	55
56	57
58	59
60	