

Work on your yearbook anywhere in the world.

Find out how inside



All areas that are covered by yellow boxes (like this one) are areas we will customize for you. Most of it only entails adding your name, address, photo, etc. The only other thing we need is a list of references (see the back page).

Jostens YearTech Online is the answer!



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WELCOME . . .

# To Our YTO Hot Sheet

If I knew the secret to world peace, you would want me to tell everyone, right? Or if I knew a way we could cure a disease, you would want me to spread the word, wouldn't you?

Well, I don't have the answers for the world's biggest problems, but I believe I have the answer to what may be your biggest challenge—advising your yearbook.

No matter whether it's organizing your staff, learning new technology, taking pictures, planning pages, meeting deadlines—all of these yearbook tasks can produce copious amounts of stress. And stress has lots of other horrible by-products such as . . .stealing your life.

So I am sending you this "Hot Sheet" to ask you to look at what I believe is the ultimate solution to the yearbook challenge—Jostens YearTech Online (YTO) and Yearbook Avenue (YBA).

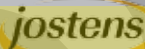
Do yourself a HUGE favor and read this short and concise flyer about what YTO and YBA can do for you. Then pick up the phone and call me. Or send me an e-mail or drop me a letter and say, "John, please come and show me how this wonderful Jostens online program works and what it can do for me."

As fast as you can say Jostens Yearbooks, I will be at your door with the ultimate solution to the challenge that is today's yearbook. I can't wait to hear from you!



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## What if you never had to buy yearbook software again?

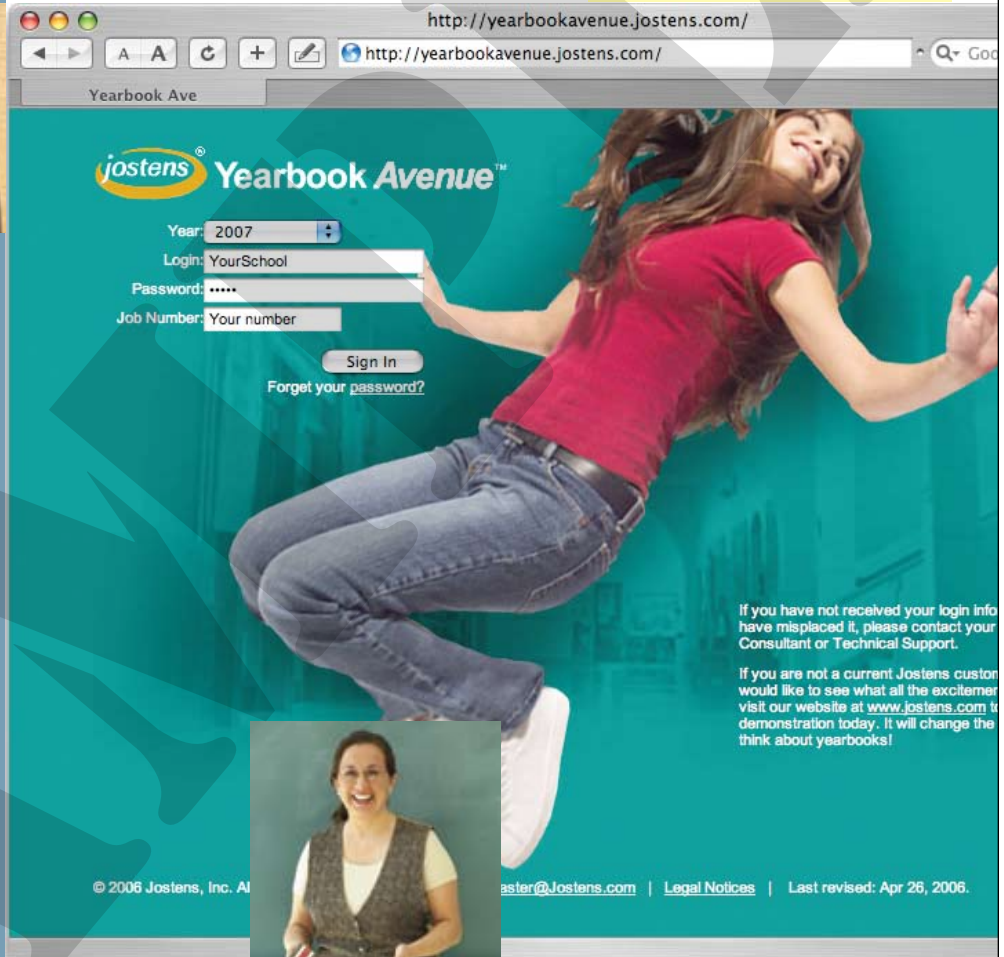
Really. How much do you think you spend upgrading software every year or every other year just to keep up with the Adobes of the world? I am betting you have spent quite a bit over the years.

I think we at Jostens have a better idea. Why not use a FREE web browser to do your yearbook? Now you don't have to pay to upgrade. And think of all the other advantages to doing your yearbook this way. You can have software that your staff can use to work on the yearbook on every computer in your school. Not enough computers in your yearbook room? Send the staff to a lab or the library.

Plus, staffers can work from home as long as they have an Internet connection. No more excuses about how "I couldn't finish my page because I don't have InDesign on my computer at home." Now everyone can work on the yearbook from anyplace—for free!

Lastly—anyone can help. In a crunch, you can recruit school faculty and staff to proof pages, parents to check that names are spelled correctly or even your spouse to just tell you what he or she thinks of the design.

Want to know more? Contact me by calling 987-654-3210.



If you have not received your login info have misplaced it, please contact your Consultant or Technical Support.

If you are not a current Jostens customer would like to see what all the excitement visit our website at [www.jostens.com](http://www.jostens.com) to demonstrate today. It will change the way you think about yearbooks!

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## Simply said— THE EASIEST

Over the years I have helped create a quite a few yearbooks. But I have never seen an easier way to create one than with YearTech Online (YTO) and Yearbook Avenue (YBA). I know that when you and your staff see the capabilities and the ease of use, you'll love it too.

Want to know more? Contact me by calling 987-654-3210.





### Index them all in an instant

We know the truth. Indexing isn't fun. Some of you have had so much trouble with it that you no longer do an index. But an index is a great reader's aid that your students love. It let's them easily find themselves and their friends. And with Jostens YearTech Online, there is now no excuse not to do an index.

To index this group, all you have to do is make sure their names are attached to the image in your image library (A) and then click the "index this photo" button. Believe it or not, that is all there is to it. All the people in this photo have just been added to the index.

Another great thing you can do with your index is use it to find out who isn't in the yearbook yet. Whenever you want, you can place the index and print it out. Just check to see who isn't in the yearbook and who has only one photo, and you instantly know what you have to do to get everyone in the yearbook a whole bunch of times.

Want to know more? Contact me by calling 987-654-3210.

## Bringing it all together

Not only is Jostens YearTech Online (YTO) the easiest way ever to create a yearbook, but the combination of Jostens YearBook Avenue (YBA) and YTO it is the best total yearbook program ever created.

Think that's a lot of hyperbole? How about these fast facts.

Using Yearbook Avenue, you can plan your book



Or how about missing links? Ever had any of those? You will never (EVER) have another missing link again. All your links are on our servers, and I have never heard of a single school that has had a link from an image to a layout go missing in the four years since we started using YTO. And our Image Library makes it a breeze to organize all your digital photos without any hassles or hard drive space.

I don't know of anywhere else in the yearbook world where the entire process from conception to final print comes together as well as it does with Yearbook Avenue and YearTech Online.

Want to know more? Contact me by calling 987-654-3210.



from anywhere because your ladder is online (B).

Then organize your staff. To help with that you have the ability to leave them sticky notes right on their pages as well as send them e-mail from within YTO.

You also specify your type, sort your digital photos, sell your yearbooks, keep track of your ad sales, teach your classes, find ideas and even view your own "Virtual Yearbook," (C) which shows you exactly what your yearbook will look like when it rolls off the presses.

Plus, if you have ever lost a single file from a computer crash or a hard drive failure—worry no more because all of it is on our servers and completely backed up.



# What others say about YTO

I want you to know that it is just not me who thinks YearTech Online and Yearbook Avenue are incredible. Here are the thoughts of two outstanding advisers that our marketing department contacted in the past year.

## Mary, a high school adviser in a rural school

YearTech Online has saved my life. I don't know where to start listing all the great reasons I love it, but I will try.

I think the thing I love the most is that it is all in one place and that I can access it from anywhere. Just last year I couldn't imagine being able to take a few free minutes on the weekend to finish up some yearbook tasks without having to drive to school. I live about 25 minutes away from my school. Last year when we were using PageMaker, if I wanted to work on the yearbook at anytime outside of school hours, it entailed an almost one-hour drive to school. Now I just sit down in my kitchen with a cup of coffee after I get my kids to bed and start checking pages. I can even submit pages right from my home office.

I also love the fact that I don't need any of the usual yearbook tools anymore. No more page envelopes, croppers, grease pencils and all that other stuff that I used to have to cart home if I wanted to be able to work. Everything I need to produce the book is right there online. It is my idea of yearbook heaven.



## Dan, a junior high adviser in an suburban school

What do I like best about YearTech Online? What don't I like? It is the best way to produce a yearbook ever, plus it is the best online method I have seen.

I used the online program with another company before this so I can compare them. The other online program I used with XYZ company was the slowest computer experience of my life. If I had to make a comparison between the speed of Jostens YearTech Online and the speed of my previous yearbook companies' online experience, I would say it was the difference between a Ferrari (YTO) and a horse-drawn carriage (XYZ).



I really like the Virtual Book. I know this is a little thing but I love being able to show my wife how the book is coming along. And not just showing her proofs or layouts but the actual book right online while I am sitting at home. I do the same thing with my principal. It was really cool last week when I was in his office, and he asked me how the yearbook was coming. I said, "Let me show you." I jumped on his computer and showed him the Virtual Book. He was really impressed with the work the staff had done. He even went out of the way to come down and tell the kids later that day.

## Take a closer look

Now that you have read all about how Jostens YearTech Online can improve your yearbook life, you have to see it in action. Please let me know when I can come in and show you, your staff and your administration how you can save time, money and make your life easier.

Contact me at 987-654-3210.



## Hear what others say

Don't just take their word for it. I invite you to contact any of the advisers below and ask them how they like working with Jostens YearTech Online. I All will be happy to talk with you about their experiences with YTO.

Stephanie Yeazell	Cedar Park Christian	425-488-9778
Deene Junker	Forest Ridge HS	206-641-0700
Sarah Cool	Holy Names Academy	206-323-4212
Shannon Rubin	International Community	425-861-4380
Ellen Jarvinen	Issaquah High School	425-837-6102
Amy Helm	Liberty High School	425-837-4862
Kurt Jacobs	Lopez High School	360-428-2219
Marion Makin	Skyline High School	425-837-7742
Shannon Rubin	International Community	425-861-4380
Ellen Jarvinen	Issaquah High School	425-837-6102
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How to make your yearbook life what you always dreamed it could be.

Call me for a demo of YearTech Online!

For this section we only need a list of your schools who use YTO and would be willing to act as a reference for you. Names, Schools, phone and possibly e-mail addresses.