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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).

INSIDE	Page
The best way ever to do a yearbook using InDesign	Cover
Starting pages is beyond easy	2
Never lose a link	2
Learning YearTech is easy	2
Totally FREE (and quality) tech support	2
Sending it all in	2
Easy color matching, managing and more	3
Instant layouts	3
Drop-in design (parts you drag right in)	3
Mug shots made miraculous	3
Organize all your digital photos easily	3
Affecting your type in a very cool way	3
Graphics to go (yes, it's clip art but COOL clip art)	3
Get the red out (of their eyes)	3
Fonts, fonts and more FREE fonts	3
Flip it all around, inside out and upside down	3
Cool charts for infographix	4
Don't let your writers get blocked	4
Send them all notes	4
Automatic Indexing	4
See it all—online	4

Josten's YearTech for InDesign

The easiest way to do a yearbook using Adobe InDesign. And the best!

The easiest way to do a yearbook using Adobe InDesign. Sorry, I just had to say it again. Why? Because it's true! And not only is it the easiest way, it's the best way. There is nothing like it anywhere else in the yearbook industry, and I am thrilled to be able to tell you all about it. And if you give me the chance, I would like to back up that claim as well. Call me, and I will come in and show you why I know that Jostens YearTech for InDesign works better, faster and has more features than any other method of doing a yearbook—guaranteed!

I know, that sounds like a lot of hyperbole, but it's not. A quick 45-minute demo should show you without a shadow of a doubt that what we could bring to you is the best way possible to produce a yearbook using Adobe InDesign.

If you are already convinced and are ready to see it for yourself, my number is at the left. Call me, and I will be out within a week. If you aren't already convinced and you want to read more, just turn the page and read why Jostens YearTech is by far the best way to do a yearbook using Adobe InDesign. Then call us for that demo.

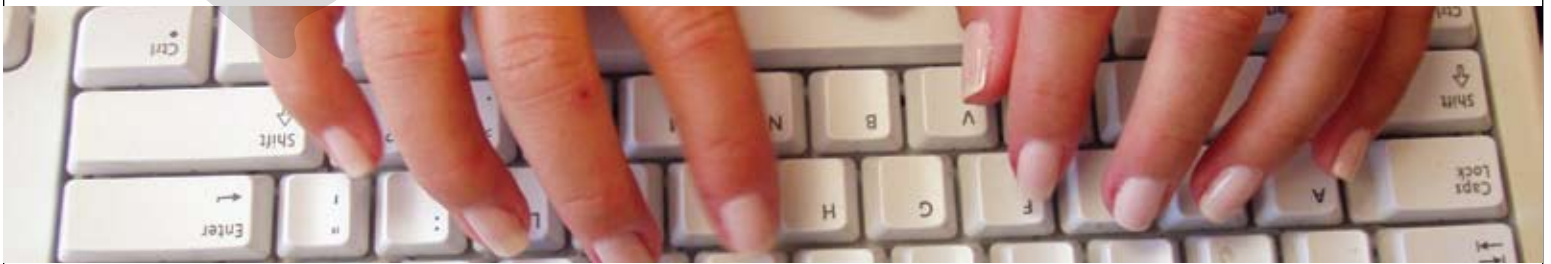
Turn the page to learn more, or call me now!

CALL ME RIGHT NOW!

You can be seeing Jostens YearTech for Adobe InDesign in your school within the week.

There is nothing like it anywhere!

CALL ME NOW AT 987-654-3210





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Instant Pages... Lasting Links



Starting pages has never been easier. Or smarter. As a yearbook adviser using Adobe InDesign, you know that broken links are the bane of our tech lives. Making sure that links stay linked

starts with starting the pages. If the pages go in the right place, then the links stay linked.

PageWizard

YearTech starts your page by using PageWizard, a superb InDesign plug-in that not only asks you which pages you are creating but also creates an entire file structure with individual folders (properly named for you and for our production) in whatever deadline folder you choose. Page Wizard let's you choose if the page will be color, black-and-white or use spot colors and add folios with their type specs in place. And it does all this on one screen.

Picture Placer

The page has been created, but how do those links stay linked? Easy. You use Picture Placer, Jostens' revolutionary (the first of its kind—copied but never surpassed) photo placement tool that does so much for your photos you won't believe it.

When you click the Picture Placer button, a box pops up on to your screen (at right) showing you your entire double page spread design on the left. On the right side of the box, you see a folder that has your pictures in it. Click the photo you want to use, then click the box you want to put it in. Crop the photo, add lines around it or rotate it if you want to, and click OK. It really is that simple. But in reality, it's simple for you but not for your computer. Here is what Picture Placer does when you place a photo in InDesign.

1. It places the photo.
2. It saves a copy of your original photo to the correct folder with the InDesign file.
3. It enhances your photo.
4. It leaves your original exactly the way it was.

Once Picture Placer has placed a photo, you can move the folder anywhere you want to on your server, on your hard drive or just about anyplace, and all the links go right along with it. No more missing links.

Not only does Picture Placer solve your missing link problem, but Picture Placer won't allow your students to place a photo that does not have enough resolution to be printed in your yearbook. No taking chances with pixelation.

Learning is easy

This is big! Your kids can learn YearTech in no time at all. I have actually had staffers at our workshops who had no knowledge of YearTech or even InDesign prior to arriving at our workshop, and they were designing push-button pages within an hour.

Plus, we have lots of ways to help you teach them, from our award-winning desktop publishing curriculum *Making It Click* to our included *Teach Tech CD*, which you can use for individualized instruction. In addition I am a Jostens-certified trainer in YearTech and will be there to answer your questions every step of the way.

FREE Tech Support

Need help right now? Our tech support people are available almost 13 hours every day you'll be working on your yearbook. You can contact them via an 800 number, by e-mail or through your school's own yearbook website—Yearbook Avenue.

And they not only help you with YearTech, but they can help you with almost any InDesign problem, most Photoshop issues as well as many computer-related concerns. And they provide all this tech support to you and

your staff for free. Wait times are short, and the person you will talk to is an ultra-qualified support specialist.

I encourage you to try them out. Call them at 800-328-2435. Tell them I said to call and that you are trying them out. Ask them some general (not specific to the company plug-ins you are currently using) InDesign or Photoshop questions, and see how they do.

Getting it ready to print

It's all ready to go. You finished your first deadline. How do you get it ready to send to us? We have you covered there, too. Just click the Prepare to Submit button on the YearTech tool bar, and it will run a script that checks all your links, your fonts and your colors, and then it will package them into a Ready to Submit folder for you. If all your files are digital, YearTech even gives you the option to create a custom PDF file that you can then send directly to us without worrying about links or fonts. This custom PDF matches up perfectly with our imagesetters and produces the best output possible.

And you can send those files to us any way you want. You can upload them using our one-of-a-kind Netline process or you can copy them to a CD, DVD or any removable media and send it with any traditional photos you may have and printouts of your pages. What could be easier?

See what we mean?

YearTech really is the easiest (and best) way to produce a yearbook with Adobe InDesign. And if you call me today, I can be showing you how it works in your classroom before the end of next week.





All the little things

Isn't that often what makes the difference? The little things. Take a few minutes to read about some of special extras that make your life easier and your yearbook more fun when you use Jostens YearTech for Adobe InDesign.

Color your world

Doing an all-color yearbook? Or doing lots of color to go along with some black-and-white? We make sure that your color is right on target so that what you see is what you get when your color prints. When you start working with Jostens, in your kit you'll find a Jostens Color Guide that will show a complete rainbow of palettes ready to install quickly in any InDesign file. And once you use them, you can be assured that no matter what you see on your monitor, what is in the Color Guide is exactly what will print in your yearbook.



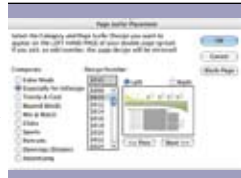
And on top of that, our Jostens Color Guide is especially great for people like me who have a hard time telling what color goes with what other color. In the guide, you'll find that every set of colors has a set of combinations showing exactly which ones compliment the others. It makes choosing colors easy. Even for me.

ARE YOU READY YET?

You can be seeing Jostens YearTech for Adobe InDesign in your school within the week.

If you have read this far, then you know that there is nothing like YearTech anywhere else.

Call me now at 987-654-3210 and I will come right out.



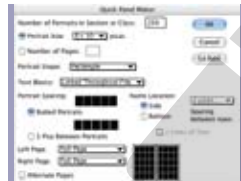
PAGESURFER> Need a design fast? Click the PageSurfer button. Instantly, a dialog box pops up that shows you literally hundreds of ready-made layouts you can select. And when you pick one, PageSurfer doesn't just open that page, PageSurfer creates the page right on screen in no time at all.

I fully realize that many yearbook staffs won't want to use "ready-made" layouts. You may be one of them. But I truly believe that PageSurfer layouts are so good that you will find your students opening them for ideas. And once they are open, they are like any other page. You can customize them and make them your own. Use the entire design, or just a part of it. It's your decision.



CLICK N GO!> Don't you love it when things have an exclamation point in their actual name? I do. And Click N Go! Deserves one. Just tap this button, and an InDesign library of more than 150 very cool page components opens on your screen. Things like headlines, infographics, photo presentations, quote boxes, scoreboards and sidebars. All of these are fully text-editable and can also be changed graphically to suit your design.

Their purpose is to make your life easier. Why spend two hours creating a scoreboard with all the tabs and type specs when it is already done for you? Just click it and drag it on to your page, plug in your scores and the opponents and you are good to go.



PANEL MAKER> If you are like me, you hate making up the layouts with all those little boxes for mug shots. Why not do it automatically? Seriously, with Panel Maker, you just input either the number of mug shots you have or the number of pages you have allotted. Then choose the size you want the mug shots to be, where you want the names to go, how much space you want between the rows and whether you want to alternate pages to leave space for candid photos and Panel Maker will create your entire class section. Then you can customize it to your heart's content.

Add a Click N Go! graphic as an easy way to design quick features, and you are all set with a great class section.



THUMBPRINTS> If you need some help in organizing your digital photos, ThumbPrints may be exactly what you are looking for. From within InDesign, you click the button, point it at a folder of digital pictures, and Thumbprints creates an old-fashioned contact sheet of every photo in that folder. Print out this contact sheet and use it to organize your digital photography.

And to make things even easier, ThumbPrints also tags each photo and each page it creates. Thumbprints notes the page with the path to where the photos are located on your server and the photo with the name of the photo as well as a space to note where it's used in the yearbook and by whom.



TYPE EFFECTS> Of course you can do all kinds of cool things with headlines in InDesign without any plug-ins. But sometimes you have students who just don't know how, and they really want to do something that stands out from the norm. With Type Effects, just click and you are creating headlines that sing.

There are 20 Type Effects that can be combined with all the fonts on your computers in different colors to make up thousands of permutations. Once you have typed in your text, chosen your effect and your color and clicked OK, you get a high-resolution text file you can use anywhere in your yearbook.



CLIP ART (GRAPHICS TO GO)> This isn't your father's clip art. It's graphically cool and can be an incredible complement to the photos in your yearbook. (I should state right here that our clip art collection still features some of that old '50s stuff, but I tell myself it's there because it's retro.)

In our clip art collection, you will find hundreds of great graphic elements that would be right at home in the best designed magazines on the market. Backgrounds (including a one-of-a-kind background creator), full-color graphics, borders for advertisements, comic-book-style graphics, photo frames, headlines and word art. All together, you get three full CDs of graphics in both color and black-and-white.



RED EYE REMOVAL TOOL> Sure, you know how to fix red eye in Photoshop. But why open Photoshop on your computer when you don't have to? Just click the Red Eye Removal tool in the Jostens tool bar and then click the red away. I mean all you have to do is click a cross hair cursor in the center of the aforementioned eye, and you are good to go. Or should I say the red eye is as good as gone.

And it only takes seconds. You can cure 20 red eyes in less than a minute if you are a fast mouser. When I come out to show you Jostens YearTech, make sure and have me remove some red eye for you. It's fun!



FONTS, FONTS, FONTS> You need 'em, we got 'em! Thousands of fonts. We have display fonts, serif fonts, decorative fonts, drop cap fonts, script fonts, sans serif fonts, body copy fonts, text fonts, caption fonts. You name the font, we probably have it. And the latest ones are Open Type fonts. That means many have full character sets and all can be used on both Mac and PC interchangeably. WOW!

And all the Jostens fonts are FREE! No charge. And you can use them anywhere you want in your school, not just your yearbook. Imagine how happy your principal's secretary will be when you share new fonts she can use in her next school newsletter.



PAGE ENHANCER> How about a few hundred thousand more ready-to-go layouts? With PageEnhancer, you can take design that you create or one you grab from PageSurfer and flip the design, reflect it or rotate it. Do a single page or a DPS. Flip it vertically or horizontally. Rotate it 180 degrees. Mirror one page or both. No matter what you do, you wind up with a brand-new design. A few quick changes, and you have an honest-to-goodness original that will turn heads in your yearbook.

This means if you have a design that you love, it can now be multiple designs. Think how easy that makes your yearbook design job.



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**JOSTENS
YEAR
TECH**



The final four

If you still aren't convinced that you have to see YearTech for Adobe InDesign, here are the final four reasons.

Writer's Block

Yes, we all get it. Especially high school yearbook staffers. So we created a button for it. And when you click it, your writer's block goes away. OK, not really. But you get help. Up pops a screen (right in InDesign) with your choice of a thesaurus or the *Dictionary of American Idioms* (think how great that will be for writing theme-related headlines) that lets you click and replace any word or phrase.

Note this

We want you to take note of Note It! It's another Jostens tool with an exclamation point in its name. And this one works great. Since you're an adviser, I am sure that you have been going through pages when you find something that HAS to be changed. If you are working with paper, you grab a Post-it™ and stick a note right on the page. But if you are looking at an InDesign file and you want to leave someone a note, you can't. Well yes, you can. Just click the Note It! button, and an electronic Post-it™ note shows up (in six different colors) that is non-printing (that means the note will never show up in your yearbook). You can leave that staffer a quick note to make the needed changes and corrections.

Chart It!

Kids love polls. They love find-

ing out what their peers think. And they love putting them in their yearbooks. Chart It! lets you create easy pie charts that you can drop anywhere on your pages, customize with InDesign's built-in tools and send to us to print. It is as simple as typing in your data and clicking OK. Once you do, a chart just like the one below is created. Well, like the one on top. But with the addition of few photos and some InDesign magic, it will look just like the one on the bottom.

Automatic indexing

If you do an index in your yearbook, you know what a pain it can be. And InDesign's own indexing function is only good for indexing scholarly works, not student names. So what did we do? We made the whole indexing process automatic.

Once you have finished a DPS, just click the Indexer button. Indexer goes out and compares all the words on your page to a list of names you have pointed it to. Then Jostens Indexer automatically indexes each and every name combination it finds, put them in the correct order (page number-wise) and saves them into a master index file. The entire process takes about two minutes per InDesign file.

That means you can index an entire 200-page yearbook in little more than three hours. Then you just click Create index, and YearTech automatically creates the index pages that you can customize to your heart's content.



See your entire yearbook online

We know, you're doing your yearbook with InDesign and not online. But we want you to be able to see what the final product is going to look like at every step along the way.



So, starting in 2008, you will be able to log onto your Yearbook Avenue website (every Jostens school gets one of these) and see your very own Virtual Yearbook. Each and every page you have submitted is there for you (and anyone else you want) to see it. An instant reference to your yearbook from any computer in the world. And come back after you send in proof corrections to see that they were made exactly as you asked.

Hear what others say

Don't just take our word for it. I invite you to contact any of the advisers below and ask them how they like working with YearTech for Adobe InDesign. All these schools have at least two years working with this superb yearbook program.

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

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Now you know it all. But you still need to see YearTech in action. Call me NOW!

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