



John Jostensrep • 3028 Jostens Road • Your City, ST 12345-6789  
987-654-3210 • john.jostensrep@jostens.com • www.jostens.com

# ELEMENTARY YEARBOOK

*You can create a fantastic yearbook for your elementary school, and we promise it will be easier than you can imagine.*



## The easiest way ever to create a yearbook— Jostens Memory Express

If you are holding this in your hands, you probably have been designated as the person to coordinate an elementary school yearbook. We just want to say one thing—don't worry! If you think this is going to be a problem, it isn't. If you think you will have to learn too much in too short a time, don't sweat it. It's not as tough as you think, and I am here to help.

I am your friendly, neighborhood Jostens yearbook rep. I work with local schools (both elementary and secondary) to help

them create a yearbook that will preserve the memories of a most important year in their students' young lives.

Jostens has developed the perfect program for elementary schools, and I would love a chance to come in and show it to you. It's called Jostens Memory Express. It offers you total flexibility in how the book is put together. You can do as little or as much of the work as you want. You can create it traditionally (on paper) or digitally (online).

And even though we work with high schools, junior highs and middle schools, we realize the realities of elementary school yearbook, and we can help you create a book that is memorable and fun and fits your finances.

**To find out more about Jostens Memory Express, just turn the page. Or to really see how it all works, call me at 987-654-3210.**



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## Here's how we will help you produce your best and easiest book ever—online!

Take creation online with Memory Express powered by Jostens YearTech Online, our acclaimed creation program that has produced millions of yearbooks for thousands of schools. Working online, you will be able to create both color and black-and-white books with online features that include the following:

- ✓ Pre-designed layouts for easy creation.
- ✓ Ability to create custom layouts and edit those pre-designed layouts.
- ✓ Thousands of pieces of clip art, including borders and backgrounds in black-and-white and full color.
- ✓ 24/7/365 access from any online computer in the world.

- ✓ Automated portrait page creation with CD submission of portraits from your photographer with no typing of names or placing of portraits by you.
- ✓ No software to buy or upgrade ever—it's all online. Work from any web browser on either Mac or PC.
- ✓ Free tech support for your yearbook whether you use Mac or PC.
- ✓ Free scanning of traditional photos with uploads to your website.

As if that weren't enough, there is more to your online yearbook experience. Call me today so I can come out and show you how this all works—you will be astounded!



### *Little things add up*

In addition to the major benefits of creating your yearbook with Jostens YearTech Online, there are these smaller (but just as important) features that you won't want to be without:

- ✓ A fully functional page ladder (this is the plan for your book and you can create it right online).
- ✓ Drag and drop image placement.
- ✓ On-screen text entry and editing.
- ✓ A complete spell checker that even checks student names (after you have placed your individual portraits).
- ✓ Multiple image upload.
- ✓ Our complete font library with more than 500 choices.
- ✓ Instant index creation if you want to print an index in your yearbook or just keep track of which kids are in the book.



### *The biggest difference is me*

I want to make sure you understand that the biggest difference between doing a yearbook with Jostens and with any other printer is me. I am a yearbook professional. I have been trained to work with teachers, parents, kids and others in all aspects of yearbook and technology. I will be the one you will call when you need help, and when you do, I will have the help you need.



## ***Do it digitally—online*** ***Work from any computer in the world***

We think that this is the biggest advantage ever for elementary yearbooks. Across the nation, elementary books are most likely to be created by either parents or the office staff

tech support people or our plant consultant, and any of us can go right to your YearTech Online website and either show you how to do something or fix the problem. That's a lot better than you having to wait two or three days until I can come out and see you.



## ***Get photos from everyone***

When you work with Jostens Memory Express and YearTech Online, we will set up an entirely separate website for your school that will allow you to have anyone upload photos for you to use in the yearbook.

All you have to do is provide a link for the person who has digital photos you want to use, and that person can go and upload on that separate site to his or her heart's content. And the individual doesn't have access to any other part of your yearbook, only the photo upload site.

Plus, when people upload pictures, they have to provide the names of those in the photo and their own e-mail address so you can get back to them if you have questions about what they uploaded.

And none of the photos can even make it into your Image Library without your approval, so you won't wind up with 37 pictures of a proud parent's soccer star. You add only the pictures you want to add for use in your yearbook. You're in charge all the way.



at the school. That's why the ability for everyone who is helping with this yearbook to be able to access it 24/7/365 online from any computer in the world is so important.

Pages can be assigned to different parents, teachers or classified personnel, and they can work on those pages from any location where they can get online. No more late-night work sessions in a locked-up school building.

Working late and don't know a particular student pictured in a photo you want to use? Just e-mail a temporary login to the teacher and have him or her identify it right online. It really is that easy.

## ***Get help from anywhere***

One of my favorite parts of schools doing their yearbook online is the ability to help them instantly. If you have a question, concern or problem, you can call or e-mail either me, our

To truly appreciate Jostens Memory Express with YearTech Online, you have to see the website in action. Call me today at 987-654-3210 to arrange a time for me to show you the entire site and see how easy it is for you to do your yearbook with us.





## Do your book paste-up or Jostens creation—you choose

Jostens and I offer you two very different methods of creating your yearbook. Hopefully, you have already read about our online program on the previous pages.

If doing it online is not your cup of tea, you can use a traditional creation method to put together a stunning black-and-white yearbook. We have just the tools you need. Using conventional publishing methods, you can paste-up unique layouts for a scrapbook-like feel to your design.

Not into that much work? Then let Jostens do most of the hard work by creating your pages from pre-designed custom templates and artwork that you select.

Either way, you will be able to produce a beautiful yearbook for your elementary school that will be one-of-a-kind.

And no matter how you produce your yearbook, I will be there to help you every step of the way. That's what I do.



## We have you covered—completely

Softbound or hard cover, studio-designed or custom, we can give you just the cover you want to make it the best book ever.



The covers above are our 15 full-color, studio-designed covers for 2008. In addition to these we can offer hundreds of other cover possibilities for you to choose from.

Or decide that you want your very own custom cover. I'll help you design it and create it. Our plant artists can give you exactly what want. You give them the idea, they give you the cover.

To see these covers (and others) at full size in glorious color, call me today at 987-654-3210 and tell me to bring them right out. They are exactly what you need to make your book the best ever.



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*Call me today to see what Jostens and I can do for your yearbook program.*