

2017 • 2018

# PRODUCT GUIDE



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# CREATE A YEARBOOK YOUR SCHOOL WILL LOVE

YearbookLife is dedicated to providing you with the training, support, software and materials you need to easily create and sell a yearbook your school will love. Our complete yearbook program includes competitive pricing that works within your school's budget, giving you the flexibility to select the options that best fit your needs.

## FULL-SERVICE SUPPORT

We are passionately committed to providing your school with excellent service in every area.

- Customer Care
- Technical Support
- Software Training
- Yearbook Sales Support

## COMPLETE YEARBOOK PROGRAM

Our complete yearbook program provides your school with everything you will need to create a great-looking book and administer a solid yearbook program.

- Competitive Pricing
- Robust Yearbook Kit
- Cutting-edge Software
- Optional eYearbook
- Yearbook Sales Materials

## MORE OPTIONS AND CHOICES

We provide more choices than any other yearbook publisher, giving you the flexibility to select options that best fit your school and budget.

- Binding choices, including soft saddle-stapled, soft perfect, standard hard cover and Smyth sewn hard cover
- Full-color stock covers
- Cover personalization, including name, photo and icons
- Custom covers with popular effects and treatments
- Professionally designed clip art, backgrounds, Snippets and templates
- Coordinated art sets
- FREE Current Events Backgrounds
- Professionally designed Autograph Pages
- Optional eYearbook to view yearbook electronically



## CURRENT EVENTS

Current Events are available as full-page backgrounds or as single-story clip art pieces in your Pictavo art library! Use as many or as few as you'd like, deciding for yourself what's of interest or age appropriate for your school. Four or eight-page Current Events can also be added to books submitted as PDFs. Books will be priced based on total page count. Updated Current Events will be available February 15, 2018.



USE CURRENT EVENTS AS CLIP ART!

## AUTOGRAPH PAGES

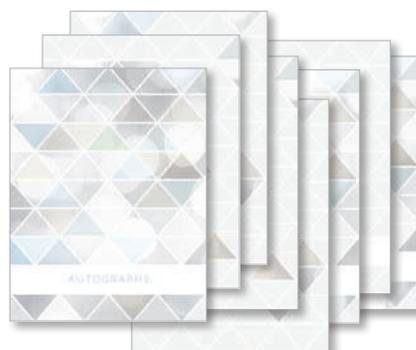
Personal messages are always an important part of the yearbook! Choose from three professionally designed styles printed on uncoated paper to make writing easier. Four-page and eight-page sets available.



Set A (4 pages)



Set B (4 pages)



Set C (8 pages)

## ADDITIONAL SERVICES

- Sport and Event Books
- Sport and Event Posters
- Church Directories
- Club & Band Books
- Prom and Dance Books
- Military Yearbooks
- Custom Calendars
- Custom Folders



## EVERYONE NEEDS A LITTLE INSPIRATION NOW & THEN

We're constantly coming up with and gathering ideas to help make the yearbook process easier and your yearbook even better. From design tips, theme ideas and layout suggestions to cool cover treatments, ad promotions and book sale recommendations, you'll find great advice and inspiring ideas that will help you create and sell a yearbook you can be proud of.



### BLOG

[www.PICTAVO.COM/blog](http://www.PICTAVO.COM/blog)

Get yearbook tips and tricks, software-specific pointers and browse topics that span an entire yearbook season.

**INSPIRATION IS EVERYWHERE!**  
Great design is all around us. As you page through a magazine, shop at your favorite store or catch an occasional commercial, take a look at what catches your eye. From unique color combinations to font choices, you can take your design cues from the pros!

[www.YEARBOOKLIFE.COM/blog](http://www.YEARBOOKLIFE.COM/blog)



### PINTEREST

[www.PINTEREST.COM/yearbooklife](http://www.PINTEREST.COM/yearbooklife)

Peruse pins of award-winning yearbooks and design industry leaders. Spark creativity by sharing pins with your yearbook staff or creating your own boards!

## SOFTWARE OPTIONS

YearbookLife offers the best software options available today. You're sure to find the perfect fit for your school!



FREE SOFTWARE

- Create and sell your yearbook on-the-go from your desktop, laptop, tablet or phone!
- Experience professional-level design tools you won't find anywhere else!
- Take advantage of the most extensive yearbook art collection available!



The original version of Pictavo, now called Pictavo Legacy, will be supported through the 2018-19 school year for those who require it.

## PDF Plan

USE YOUR OWN SOFTWARE

- Submit PDF files generated by Adobe® InDesign®, QuarkXPress™ or other programs that meet our specifications
- Previous desktop publishing experience is recommended

## 2017-2018 YEARBOOK PRODUCTION SCHEDULE

	Soft Saddle-Stapled	Soft Perfect-Bound	Standard Hard Cover	Smyth Sewn Hard Cover
Pictavo™	3 weeks	5 weeks	5 weeks	5 weeks
PDF Plan	4 weeks*	6 weeks*	6 weeks*	6 weeks*
Personalization Options 1 & 2	Add 1 week to Plan Option above	Add 1 week to Plan Option above	n/a	n/a
Specialty Cover Upgrades	n/a	n/a	Add 2 weeks to Plan Option above	Add 2 weeks to Plan Option above

Please allow extra time for shipping. Resubmissions and/or corrections will add to the production time of a book.  
\*Upon approval of files.

# pictavo™

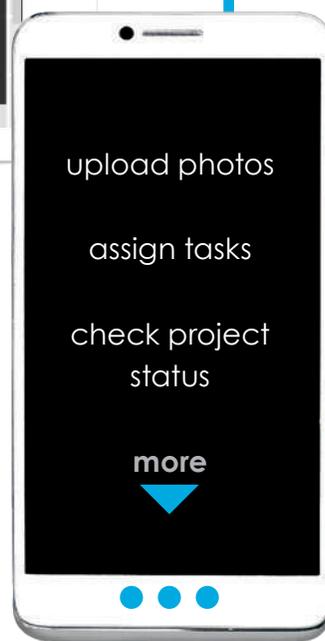
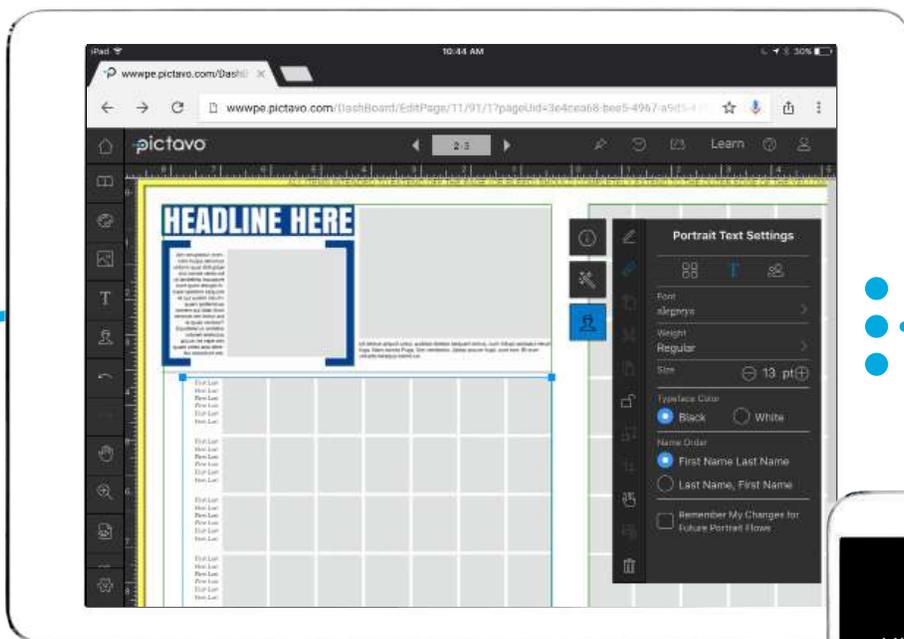
**JUST WHEN YOU THOUGHT PICTAVO  
COULDN'T GET ANY BETTER, IT DID!**

AND THAT'S JUST THE BEGINNING...  
HERE ARE OTHER PROFESSIONAL-LEVEL FEATURES YOU WON'T FIND ELSEWHERE!



## DESIGNED FOR THE WAY YOU WORK

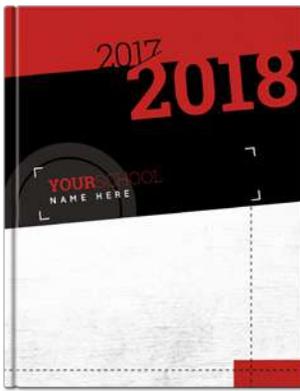
- Drag and drop photos onto a page or into the photo management section
- Find just-the-right colors from 2,000+ options and save them for future use. Use Pictavo RGB or CMYK values to create matching graphics in external programs
- Tap into the industry's most extensive art collection to create your own work of art
- Hone your ideas on dedicated practice pages before copying them to your book
- Use master pages, auto-alignment tools and adjustable grids to consistently place elements



## USE YOUR TABLET, PHONE, LAPTOP OR DESKTOP COMPUTER TO MAXIMIZE EVERY MINUTE!

- Build portrait pages before receiving images from your photographer
- Save portrait grid settings and reuse them later
- Upload your school's portrait database on your own schedule—no need to rely on your publisher
- Flow—or re-flow—portraits with ease
- Organize your photos and other content in unlimited folders and subfolders
- Fine-tune the spacing between letters and lines of text to achieve high-end results
- Set up individual user permissions and preferences
- Assign and color-code sections of your book to assist in planning
- Stay organized by creating events, assigning tasks and tracking important details
- Set and move tabs to create scoreboards with ease
- Upload your school's roster to track coverage and sales
- Build your cover and submit it via Pictavo
- Easily generate your own high-res PDF to make sure elements are aligned and in focus

AND SO MUCH MORE!



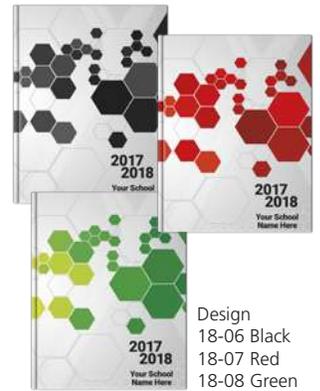
Design 18-01 Red



Design  
18-02 Blue  
18-03 Green  
18-04 Orange



Design 18-05 Blue



Design  
18-06 Black  
18-07 Red  
18-08 Green



Design 18-09 Yellow



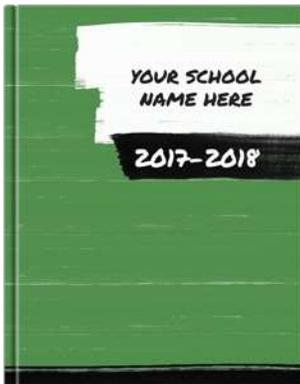
Design  
18-10 Red  
18-11 Green  
18-12 Blue



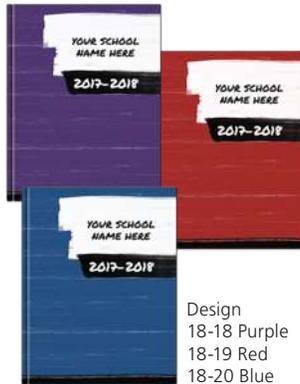
Design 18-13 Red



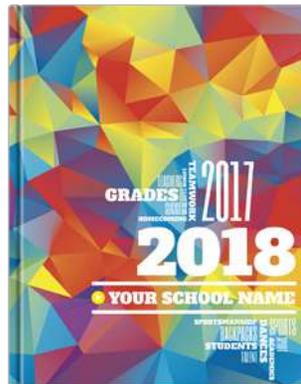
Design  
18-14 Green  
18-15 Maroon  
18-16 Blue



Design 18-17 Green



Design  
18-18 Purple  
18-19 Red  
18-20 Blue



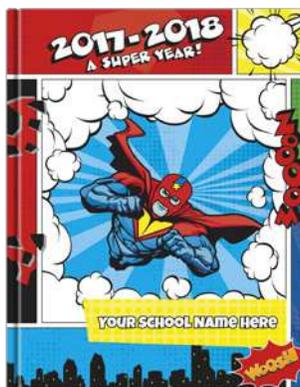
Design 18-21



Design 18-22



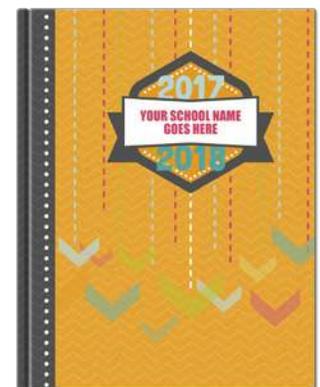
Design 18-23



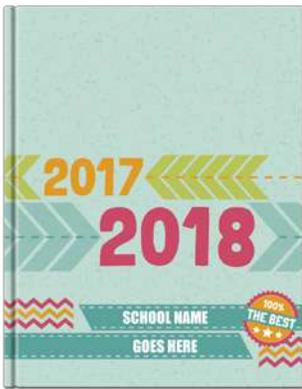
Design 18-24



Design 18-25



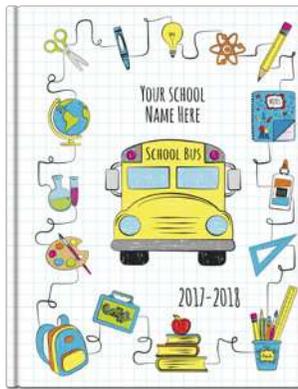
Design 18-26



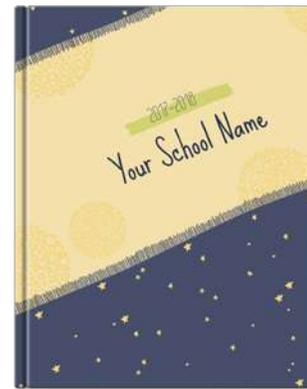
Design 18-27



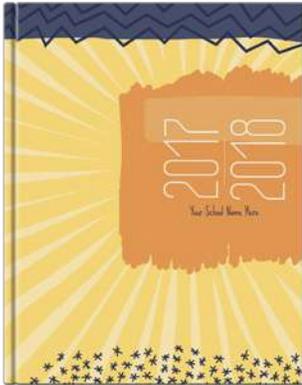
Design 18-28



Design 18-29



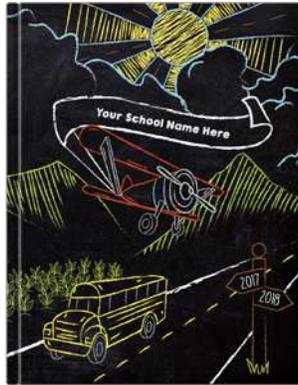
Design 18-30



Design 18-31



Design 18-32



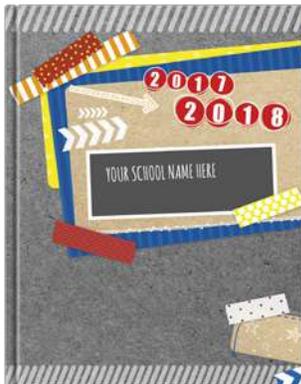
Design 18-33



Design 18-34



Design 18-35



Design 18-36



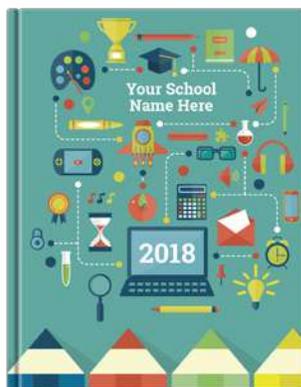
Design 18-37



Design 18-38



Design 18-39



Design 18-40



Design 18-41



NOTE: The covers featured here are only available in the new version of Pictavo. Pictavo Legacy users will find their cover selection in their corresponding Design Guide.

**COVER TITLE IMPRINT**

Cover titles can be printed in metallic gold or silver ink.



**HARD COVER LAMINATION OPTIONS**

- Gloss Smooth (standard)
- Gloss Linen
- Matte Smooth
- Matte Linen

TITLE PAGE

LAST PAGE

INSIDE FRONT COVER

INSIDE BACK COVER



**INSIDE COVER PRINTING**

Inside front and/or inside back covers can be printed in black ink or full color



**SOFT SADDLE-STAPLED BINDING**

- Standard
- 96 page maximum



**SOFT PERFECT BINDING**

- Glued Binding
- 50-book, 32 page minimum

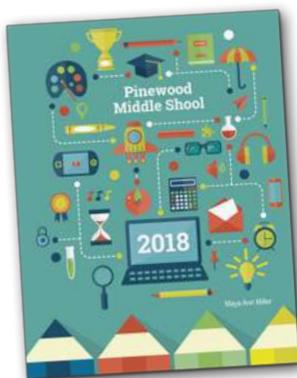
**STANDARD HARD COVER BINDING**

is typically the least expensive of the hard cover binding options. This type of binding is also known as library binding because it is very durable.

**SMYTH SEWN HARD COVER BINDING**

has the strength of overlapped stitches. The advantage of this binding style is that the book will more easily lie flat when open.

**PERSONALIZATION**



**OPTION 1**  
name printed in ink



**OPTION 2**  
student photo and name printed in ink



**1** STUDENT NAME PRINTED IN INK (SOFT BINDINGS ONLY)



**2** STUDENT PHOTO AND NAME PRINTED IN INK (SOFT BINDINGS ONLY)



**3** STUDENT NAME IMPRINTED IN FOIL (ALL BINDING TYPES)



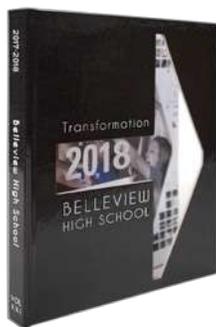
**4** STUDENT NAME AND UP TO FOUR ICONS IMPRINTED IN FOIL (ALL BINDING TYPES)



**5** ENGRAVED STUDENT NAME ON GOLD OR SILVER NAME PLATE (ALL BINDING TYPES)

## HARD COVER BOARD WEIGHT

Our standard cover weight is 90 pt. Heavier, 120 pt. and 160 pt. board weights are also available upon request.



## DIE-CUTTING

Die-cutting allows you to cut out specific areas or shapes on your cover, allowing text or part of an image to show through from the inside.

## SPOT UV TREATMENT

Spot UV is a great treatment to use if there are specific areas (or spots) on your cover that you would like to highlight. The application can deepen the color of the area and be very shiny or flattened to a matte finish.

## ENDSHEETS

Endsheets are the thick paper attached to both the inside front and back covers of a hard cover yearbook and the flyleaf (first and last sheets in a book before and after the book content). They are available in stock colors or can be custom designed.

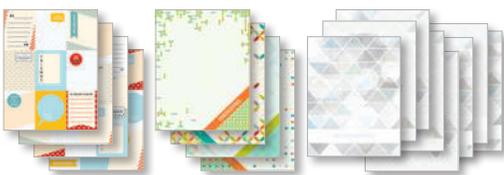
RED	NAVY BLUE	FOREST GREEN	BLACK
GOLDENROD	ROYAL BLUE	FELT GRAY	WHITE (STANDARD)

## LEATHERETTE COVER

Leatherette covers are made of synthetic materials that are made to look like leather but are much more durable. Typically, leatherette yearbooks use foil stamping, silk screening, embossing and/or debossing to accentuate the school name and cover design.

MAROON	NAVY BLUE	PURPLE	BLACK	GOLD
RED	ROYAL BLUE	GREEN	WHITE (STANDARD)	SILVER

## AUTOGRAPH PAGES



Available in 4-page or 8-page inserts on matte paper inserted into your book.

## SALES ENVELOPES

- Effective, colorful yearbook sales envelope with attached (perforated and gummed) money collection envelope
- Print your own message on the blank side
- Compatible with copiers and duplicators
- Imprinting service available (10-day production time)



## EMBOSSING AND DEBOSSING

Embossing is a technique which creates a raised, or 3D image on a piece of paper. Embossing can also be used with foil stamping or on a full-color cover to create an even more unique look. Debossing uses the same techniques as embossing, except the image is depressed (lowered) instead of raised.



## FOIL STAMPING

Foil stamping involves the use of heat to transfer metallic foil to a solid surface. Foil stamping can be combined with embossing or debossing to create a very striking 3D image on your cover.

## LENTICULAR COVERS

Lenticular printing is used to produce printed images with an illusion of depth, or the ability to change or move as the image is viewed from different angles like a hologram.

## HEAD AND FOOT BANDS

These small ornamental bands are attached to the top and bottom of a hard cover book block and serve as a decorative way to hide the binding application or stitching on the spine of a yearbook.



## PAPER WEIGHT

Yearbooks are traditionally printed on a coated glossy paper with a standard 80-pound paper weight. 100-pound paper is also available for a more distinctive, durable feel.

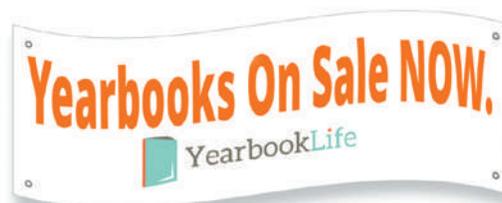
## YEAR-END PAGE SUPPLEMENTS



Designed after your yearbook is submitted to get last minute school events included in your book.

Available in 4-page to 24-page supplements that include pre-applied ready-to-use tape strips.

## BANNERS



Indoor/Outdoor Vinyl Banners



PAGE SUPPLEMENTS  
ARE PERFECT FOR EITHER  
SOFT COVER OR HARD  
COVER YEARBOOKS!

## EASY TO CREATE

Use Pictavo™ or the PDF Plan to create 4- to 24-page Supplements for any yearbook—print as few as 25 copies.

## EASY TO ADD

Preapplied ready-to-use tape strips enable anyone to quickly add a Supplement to a book—just peel and stick!

## EASY TO SELL

Supplements are ideal for any group! Bands, choirs, senior class trips, sports or debate, drama, DECA and BPA teams and more! These groups participate in regional and state competitions that often happen after the yearbook deadline. Deadlines are not a problem when Supplements are offered!

## INCREASE SALES AND PROFITS

Yearbooks become more profitable simply by selling Supplements to multiple groups and clubs!



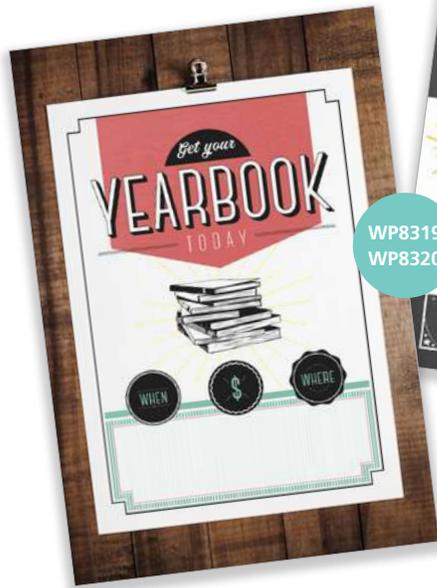
YEARBOOK SUPPLEMENTS ARE SHIPPED  
IN TWO WEEKS.

## SELL MORE YEARBOOKS

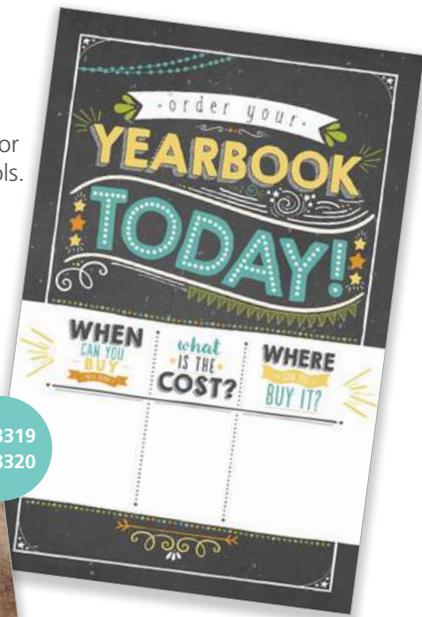
### WALL-SIZE (22"X34") SALES ANNOUNCEMENT POSTERS

(Item #WP8319)

Full-color, 2-sided posters designed for elementary, middle and high schools.



WP8319  
WP8320

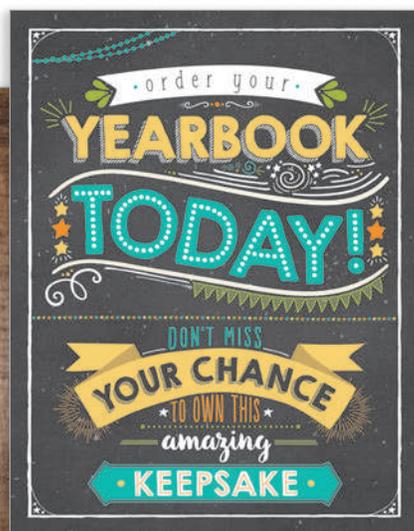
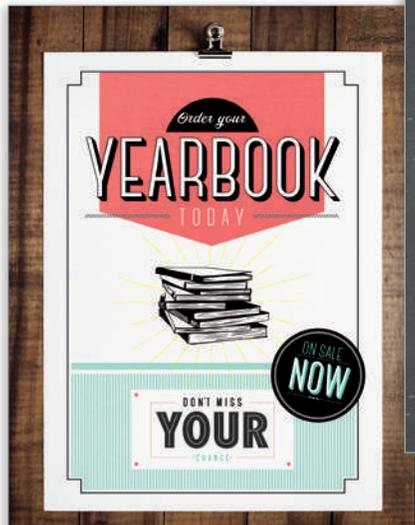


### DOOR-SIZE (11"X17") SALES ANNOUNCEMENT POSTERS

(Item #WP8320)

Full-color sales posters (same designs as wall posters) perfect for door displays.

Item #WP8322 Blank  
Item #WP8323 Imprinted



Item #WP8377 Blank  
Item #WP8378 Imprinted

### SALES ENVELOPES

Colorful flyers with attached (perforated and gummed) money collection envelope. Print your own message or take advantage of our imprinting service (10-day production time).

### AD RECEIPT PADS

(Item #WP4129)

- Track ad sales
- 50 carbon copy receipts per pad—one per page
- 5" x 6.5" pad and receipt size

### YEARBOOK AND AD RECEIPT PADS

(Item #WP6134)

- Track both ad and yearbook sales
- 30 carbon copy receipts per pad
- 8.5" x 3.5" pad and receipt size

### MONEY COLLECTION ENVELOPES

(Item #WP6321)

Send home with students to easily collect payments. Yellow envelope (#6 size) printed in black.

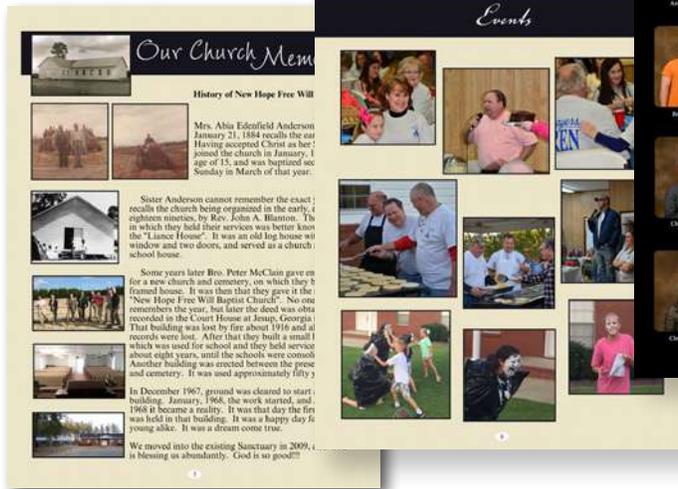
**BRING CONGREGATION MEMBERS TOGETHER**  
**ACKNOWLEDGE EACH CHURCH MEMBER WITH A COMMUNITY-BUILDING DIRECTORY.**

**EXCEPTIONAL QUALITY**

- Each directory is 8.5"x11" and printed in full-color on 80-lb. white gloss stock paper
- All covers are printed in full-color on 10-pt. heavy gloss stock

**FAST DELIVERY**

- Church directories ship in as little as three weeks\* after the receipt and approval of files.  
*See page 5 for complete production schedule.*

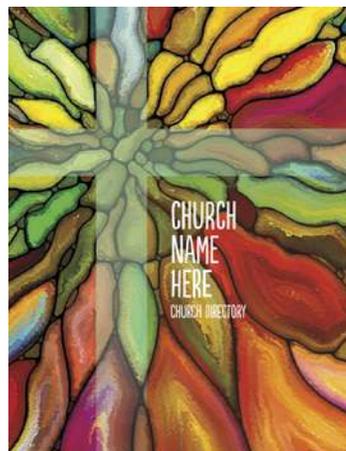


**GREAT PICTAVO COVER OPTIONS**

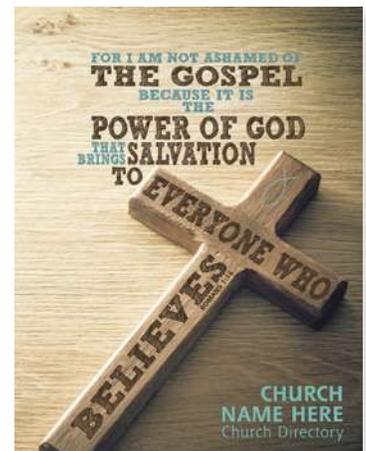
Choose from professionally designed church directory covers or create a custom cover!



B7036C

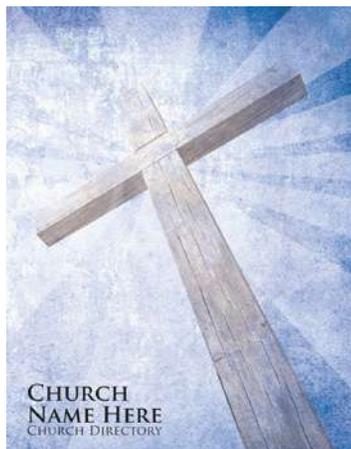


B7037C

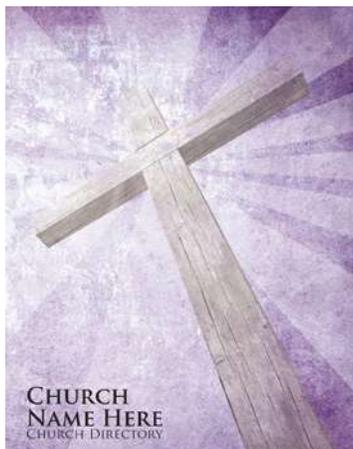


B7038C

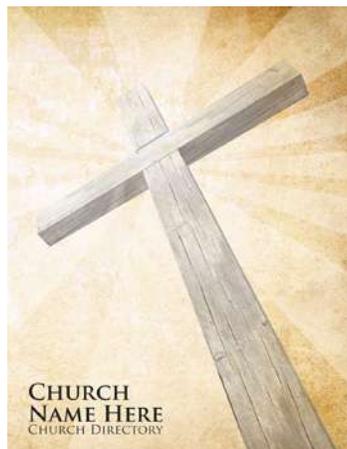
\*Please allow extra time for delivery.



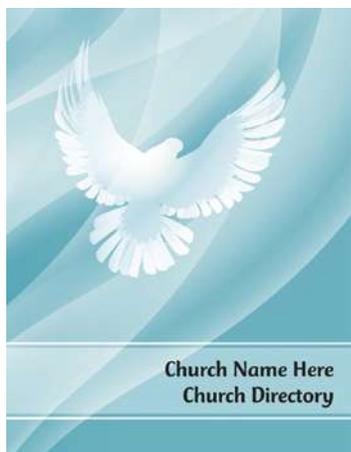
B7039C



B7040C



B7041C



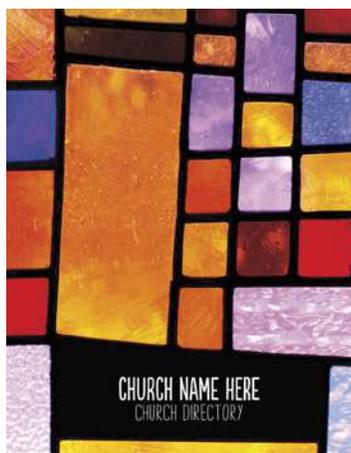
B5996C



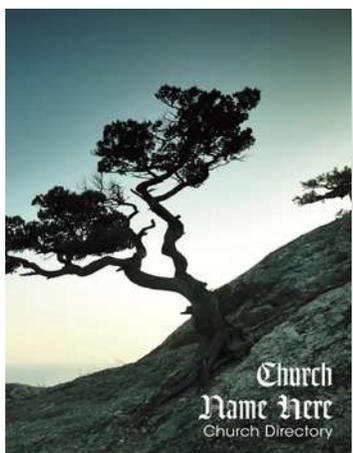
B7042C



B7043C



B7044C



B7045C



B5999C

## SHOW YOUR SCHOOL PRIDE

WHETHER YOU'RE RECAPPING THE SEASON OR HIGHLIGHTING AN EVENT, THESE BOOKS ARE A GREAT WAY TO RECOGNIZE PLAYERS AND PARTICIPANTS.

- Available in 8.5" x 11" standard size or 6" x 7.75" digest size
- Printed in full-color or black and white
- 80-lb. white gloss stock pages and 10-pt. heavy cover stock
- Books ship in as few as 10 business days\* after receipt and approval of files
- All Sport and Event books include free full-color cover and inside front and back cover printing

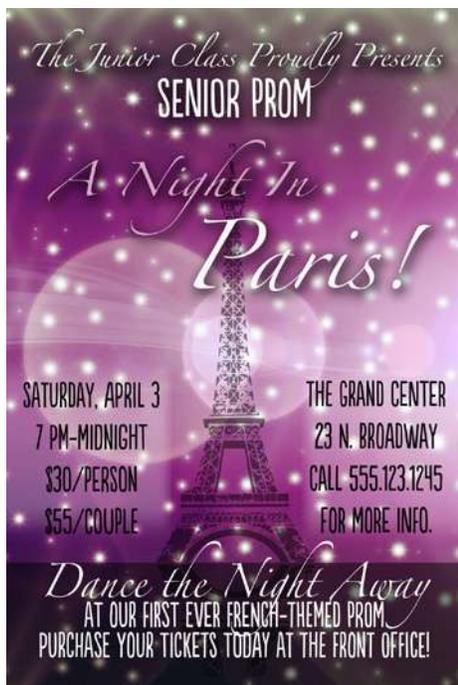


\* Soft saddle-stapled books ship in as little as 10 business days. Add five business days for soft perfect-bound or standard hard cover books. Please allow additional time for delivery.

## CREATE EXCITEMENT

Increase attendance at school sports games and events with posters that introduce the team or participants and display the schedule.

- 12"x18" full-color posters
- Horizontal or vertical orientation
- 10-pt. heavy cover stock
- Posters ship in five business days\* after the receipt and approval of files



**STYLE 1**  
FULL-COLOR FRONT ONLY

IT IS RECOMMENDED THAT PHOTOS BE 300 DPI OR HIGHER TO ENSURE CLARITY



**STYLE 2**  
FULL-COLOR FRONT & BACK



**STYLE 3**  
FULL-COLOR FRONT BLACK INK ON BACK

\* Please allow additional time for delivery.

## MONTHLY PLANNING CALENDAR

- Pre-designed month pages
- 14 months total (July – Aug.)
- 8.5"x11" size
- 12 pt. heavy cover stock with gloss UV coating
- Includes 3-year reference calendar
- No imprint setup fee or custom cover fee
- Choose a full-color cover in EITHER of the following ways:
  - Custom Cover Background—select a Custom Cover Background from the Pictavo Design Guide and customize it for your business
  - Design Your Own—just supply us with your cover design file



## PRICING

50	100	150	200	250	300	350	400	500	750	1000
\$3.50 ea	\$3.25 ea	\$2.75 ea	\$2.50 ea	\$2.35 ea	\$2.25 ea	\$2.20 ea	\$2.15 ea	\$2.10 ea	\$2.05 ea	\$1.95 ea

Inside cover printing add \$0.20 each

Calendars ship 7-10 business days after imprint proof approval.

CHOOSE FROM  
PLANNING OR DESK CALENDARS  
**PERSONALIZED**  
WITH YOUR  
SCHOOL NAME



## DESK PAD CALENDAR

- Pre-designed month pages
- 13 months total (July–July)
- 22"x17" size
- Large, faintly ruled blocks for notes and tasks
- 2 drill holes for convenient hanging—FREE
- No imprint setup fee
- 2-color; black and any standard color you choose below

purple 268	maroon 209	red 200	orange 716	gold 124	yellow 109
green 368	forest 350	blue process	royal 653	navy 654	gray 50%

## PRICING

50	100	150	200	250	300	350	400	500	750	1000
\$5.75 ea	\$4.80 ea	\$4.30 ea	\$4.00 ea	\$3.85 ea	\$3.75 ea	\$3.65 ea	\$3.60 ea	\$3.40 ea	\$3.20 ea	\$2.95 ea

Calendars ship 7-10 business days after imprint proof approval.

# PROVIDE YOUR SCHOOL WITH MORE OPTIONS & OPPORTUNITIES!

Package all communication from school to home in one convenient folder while promoting school spirit!

## EXCELLENT ORGANIZATIONAL TOOL

- Great for keeping parents informed of student assignments, classroom calendar and upcoming school events
- Provides teachers with an easy-to-manage distribution and collection system
- Teachers can send home weekly for consistent communication
- Teachers can track communication by asking parents to sign off on the information they receive
- Great for PTA, PTO and yearbook staff members!

## FULLY CUSTOMIZABLE

- All four sides of the folder can have a custom design
- Include ads and calendars if desired
- Choose 1-color, 2-color, or full-color printing for outside and pockets
- Choose 1-color, 2-color, or full-color printing for inside printing (can be different than outside and pockets)

## EXCEPTIONAL QUALITY

- Folders are 9.375"x12" folded with two 4" reinforced pockets for added strength
- All folders are printed on heavy 12 pt. stock and laminated for extra durability



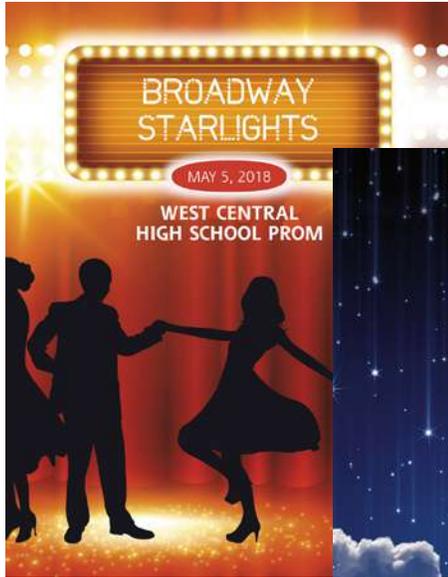
## PRICING

QTY	1 COLOR PRINTING		2 COLOR PRINTING		FULL COLOR PRINTING	
	Outside & Pockets Only	With 1 Color Inside	Outside & Pockets Only	With 1 Color Inside	Outside & Pockets Only	With 1 Color Inside
300	\$1.15	\$1.93	\$1.52	\$2.30	\$2.70	\$3.10
400	\$1.00	\$1.58	\$1.27	\$1.85	\$1.82	\$2.46
500	\$0.91	\$1.39	\$1.13	\$1.57	\$1.66	\$2.11
600	\$0.84	\$1.22	\$1.04	\$1.44	\$1.57	\$1.86
700	\$0.84	\$1.12	\$0.98	\$1.31	\$1.26	\$1.67
800	\$0.77	\$1.03	\$0.92	\$1.21	\$1.16	\$1.54
900	\$0.74	\$0.98	\$0.88	\$1.14	\$1.09	\$1.42
1000	\$0.72	\$0.94	\$0.84	\$1.10	\$1.03	\$1.33
1100	\$0.71	\$0.89	\$0.82	\$1.04	\$1.00	\$1.26
1200	\$0.70	\$0.86	\$0.80	\$1.02	\$0.96	\$1.20
1300	\$0.67	\$0.84	\$0.78	\$0.97	\$0.92	\$1.15
1400	\$0.66	\$0.82	\$0.76	\$0.94	\$0.88	\$1.10
1500	\$0.64	\$0.79	\$0.73	\$0.92	\$0.84	\$1.06
2000	\$0.60	\$0.71	\$0.67	\$0.84	\$0.77	\$0.95

Pricing based on print-ready files supplied from Customer. Add \$75.00 per hour for design services. Shipping additional. Folders ship in as few as 4 weeks after receipt and approval of files.

**HELP STUDENTS REMEMBER THOSE EXTRA SPECIAL MOMENTS!**

WITH SO MUCH TIME AND ENERGY PUT INTO THESE ANTICIPATED EVENTS, PROM & DANCE BOOKS PROVIDE A KEEPSAKE OF THESE FUN-FILLED MEMORIES.



B7047C



B7050C

**EXCEPTIONAL QUALITY**

- Heavy 10-pt. gloss cover stock
- Each book is 8.5"x11" and printed in full-color on 80-lb. white gloss paper

**FAST DELIVERY**

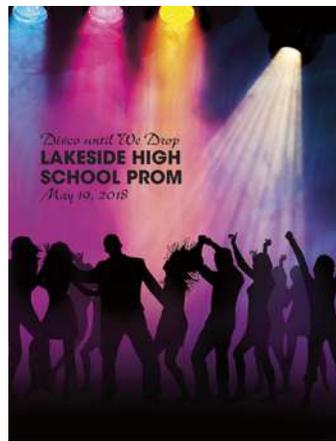
- Books ship in as little as five business days\* after the receipt and approval of files.

**GREAT PICTAVO COVER OPTIONS**

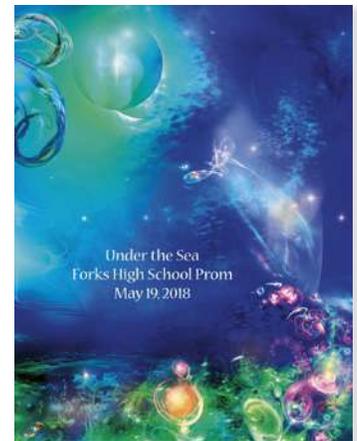
Choose one of our professionally designed covers or create a custom cover. All covers can be personalized with your school name, dance theme and date of dance.



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\* Please allow extra time for delivery.

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