

YearbookLife

STAFF



CLUBS



CLASS OF



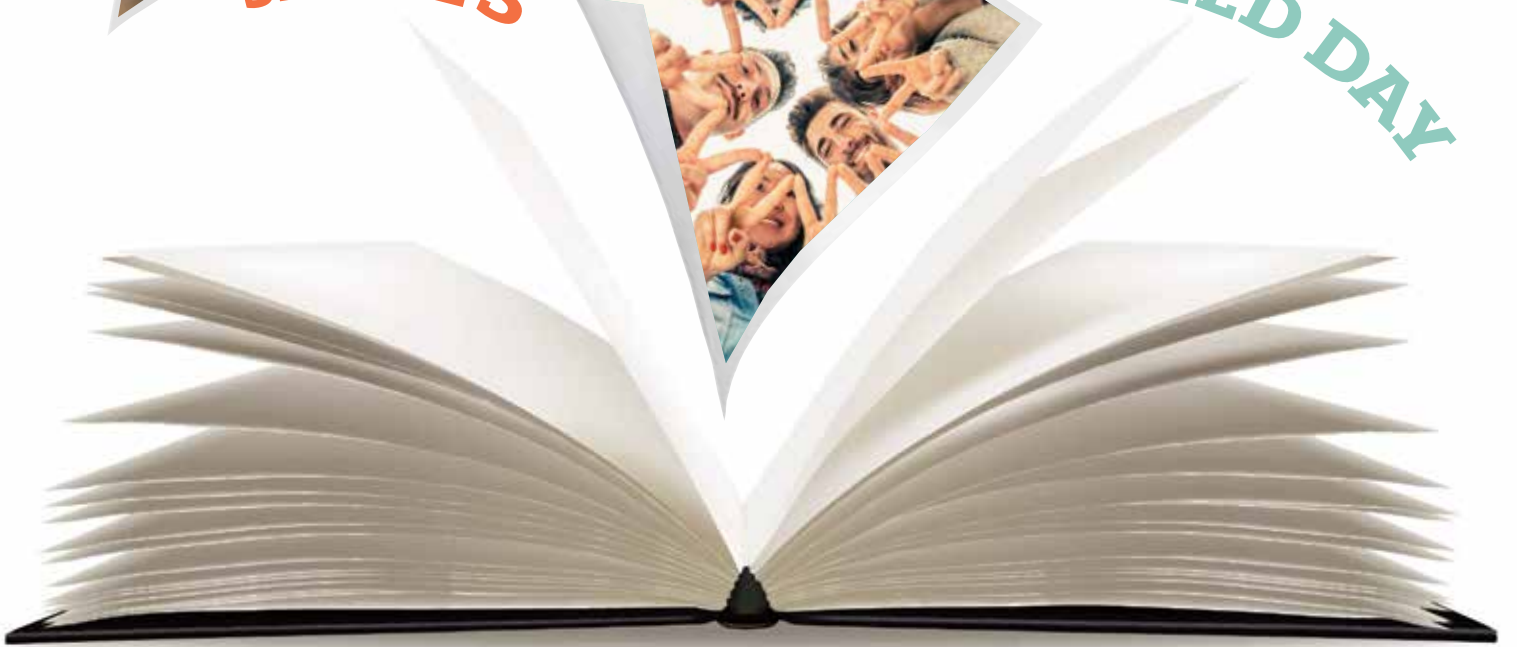
BAND



SPORTS



FIELD DAY



PRODUCT GUIDE

A Letter from the Owner



My name is John Platts, Owner of YearbookLife. I want to thank you for your interest in learning more about our company.

We have been in the yearbook publishing business for the past twenty years and, during that time, I think we've learned a lot about what customers expect from a yearbook company – service, ease and affordability.

With those expectations in mind, it is always our goal to provide our customers with the best care, best options and best pricing we can. I believe it is that dedication to our customers that keeps them returning year after year.

Will our service and support meet your expectations?

I assure you that everyone in my office will exceed all of your service expectations. From our Customer Care team to our Tech Support team, everyone will answer your calls or emails in a timely manner. If that doesn't happen, just call me directly. I will personally see to it that you get what you need. Furthermore, if you find a service or feature from a competitor that you would like us to implement, please let me know.

Is our price competitive?

Please do not let price get in the way. I have diligently shopped the top competitors and purposely designed our prices to be some of the best in the industry. However, if you have found a more competitive price, we'd be happy to talk with you about what price point you need to reach.

How does the quality of our yearbooks compare?

I challenge you to compare the samples we send, and the yearbooks your school will receive, to any other company in our industry. We are so sure that you will be completely satisfied with the quality of our product, we offer you a 100% money back guarantee.

Let us show you our software.

Let us help you determine which software best fits your needs and give you a brief demonstration. I handpicked our software choices to provide you with more features, more design elements and more flexibility than anywhere else! You will also find our software options easy to use and, best of all, don't cost you a penny. And, of course, free training is always available.

Let us show you how we can help you make the yearbook easier than ever and save you money at the same time. Flip through this catalog for more information about our company and the services we provide. If you have any questions, or want to discuss the yearbook process, give us a call! We look forward to working with you.

Best Regards,



John Platts, Owner

Meet Your YearbookLife Support Team

Technology allows us to be in the room with you, even when we're not there in person! Through phone, email and live chats, we strive to provide you the service you require throughout yearbook season.

YOU ARE OUR #1 PRIORITY!

Creating a successful yearbook experience is our mission. Our Customer Care Team will be with you every step of the way, from page 1 to delivery. We're never more than a phone call or email away.

HAVE SOFTWARE QUESTIONS?

Our dedicated Tech Support Team is available via phone or email to answer all your software questions and provide guidance on all aspects of the software. Tech Support is FREE to your entire yearbook team!



NEED LIVE TRAINING?

Our Training Specialists have day and evening webinar appointments available, seven days a week, to provide FREE group or one on one training for you and your entire yearbook team!

NEED A GO-TO PERSON?

Your Account Manager is with you throughout yearbook season to help keep you on track and to make your yearbook season as stress free and successful as possible.

"We have used YearbookLife to produce our yearbooks for several years. We could not be happier with the service, product, and quality of our books. So thankful for this company."

- Julie, St. Vincent Ferrer School

Your Yearbook / Your Choice

We want to help take the hassle out of creating your school yearbook, so we give you choices when it comes to which software you will use to create your school yearbook.

You can choose to work with our easy-to-use, FREE yearbook design software: Pictavo or YBLive, or use any other design software that you are familiar with, such as Adobe InDesign. Let us help you determine which options best fit your needs.

▶ EXTENSIVE ART LIBRARIES- FREE

Select from hundreds of templates that enable you to just click and drop in your images, then enhance your pages with thousands of backgrounds and clip art options to help bring your yearbook to life. Upload school-specific art to personalize it even more.

▶ AUTOMATIC PORTRAIT PLACEMENT- FREE

Following the PSPA standard, the software automatically places your portraits onto your pages as you assign them, either by class/teacher or by grade. No more individual image placement! Let us help you load your images and set up your portrait pages.

▶ CURRENT EVENT BACKGROUNDS- FREE

Available in February, you can select from a variety of backgrounds that fit your school's interests.

▶ CANDID PHOTO UPLOAD- FREE

Parents and students can upload pictures for consideration in the yearbook allowing you a larger selection of candid images to choose from.

▶ PDF ACCESS TO ALL GUIDES- FREE

Instant PDF access to Art Guides and Sales Literature to help make the yearbook process easier for you. Printed versions available upon request.

▶ EXTENSIVE HELP MENU & UNLIMITED TRAINING- FREE

▶ ONLINE YEARBOOK AND AD SALES STOREFRONT

Parents and students can order books online through a secure site using their credit card. No cash to count or receipts to issue! Ads can be designed using dozens of template and design features and are then automatically uploaded into the book upon submission for your placement. No design hassle for you or your yearbook team!



100%
WEB-BASED
SOFTWARE

Our 100% web-based software is compatible with ALL mobile devices, including iPhones and tablets.

Toll-free: 888-680-0143

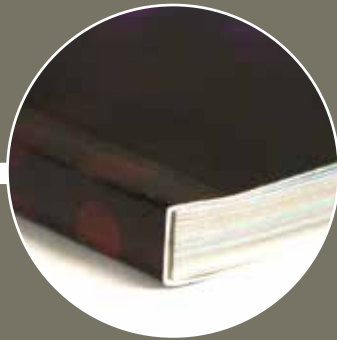
sales@YearbookLife.com or visit www.YearbookLife.com

Binding Options

When it comes to binding choices, we've got you covered!



soft-saddle binding



soft-perfect binding



hard binding



smyth binding

Enhancements for Your Book

YearbookLife offers many enhancements for your school's yearbook! Check out the following options:

- ▶ **AUTOGRAPH PAGE BACKGROUNDS- FREE**
Available as free backgrounds within the software or upgrade to preprinted designs bound into your book during production.
- ▶ **YEARBOOK SUPPLEMENTS**
Available for production after your book is submitted to get those last few days of activities included in your book. Tape strips added for placement in the yearbook.
- ▶ **COVER DEBOSSING/EMBOSSING/FOILING**
- ▶ **COVER PERSONALIZATION STAMPING**
- ▶ **CUSTOM END SHEETS** (*hard cover only*)
- ▶ **INSIDE COVER PRINTING** (*soft cover only*)
- ▶ **AND MORE!**



foiling and embossing



cover personalization

"Great print job, excellent binding, fast service. Loved it and will use them again."

- Eric, Progressive School of Long Island

Looking for a Unique Twist on a Traditional Yearbook? Make it in 3D!

Designed using our FREE online software, we provide you with design tips to make your art jump off the page! All for the same price as a traditional yearbook. And, because you may not always have your 3D glasses handy, these pages look great even in traditional 2D. 3D glasses are included with every book.



Why a 3D Yearbook?

- ▶ KIDS LOVE 3D EFFECTS
- ▶ PARENTS LOVE THE PRICE
- ▶ SCHOOLS LOVE THE SERVICE
- ▶ LOOKS GREAT IN 2D TOO

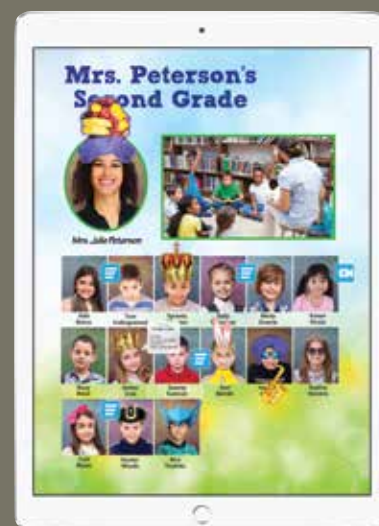
Digital Yearbooks

It's Your School Yearbook, Mobile and Interactive!

YearbookLife's Digital Yearbooks, powered by Forever Connected, look exactly the same as your printed school yearbook, and they are interactive!

WHY A DIGITAL YEARBOOK?

- ▶ Kids Love Mobile Technology
- ▶ Fully Interactive with Signature and Video Capability
- ▶ Safe Messaging Controlled through ParentScreen™
- ▶ Use Your Current Design Software or Purchase Ours
- ▶ No Deadlines
- ▶ Environmentally Responsible



Toll-free: 888-680-0143

sales@YearbookLife.com or visit www.YearbookLife.com

Commemorate Every Moment!

Whether you're recapping the season, year or highlighting an event, our specialty books are a great way to recognize participants of groups and document events.

- ▶ Sports Books and Media Guides
- ▶ Church Membership Directories
- ▶ Band Memory Books
- ▶ Military Yearbooks
- ▶ Event Books
- ▶ College Yearbooks
- ▶ Dance and Cheer Programs



YearbookLife's line of specialty books allow your team, club, group or staff to relive every cherished moment.



Put Benjamins in Your Bank!

Your book can also be used as a fundraiser! Through our online storefront, you can easily sell ad space in your book. And our ad design software makes it easy for parents and businesses to create and submit their designs.



EASY!

"We've been dealing with YearbookLife for several years and it's been a great experience! Always responsive with any question we had and supportive customer service!"

- Kelly, Sarasota Academy of the Arts

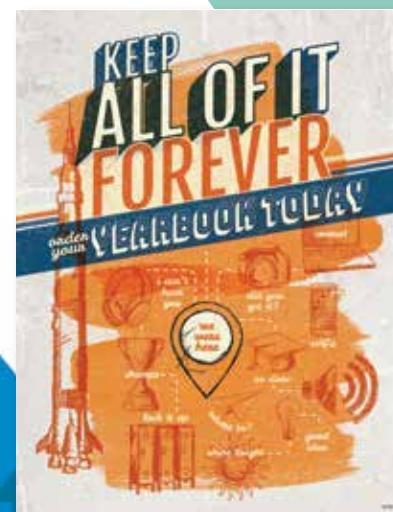
Need Marketing Materials?

We offer marketing support materials to help you boost and meet your yearbook sale goals. Select only the supplies that your school needs at www.YearbookLife.com/Shop

Yearbooks On Sale NOW!



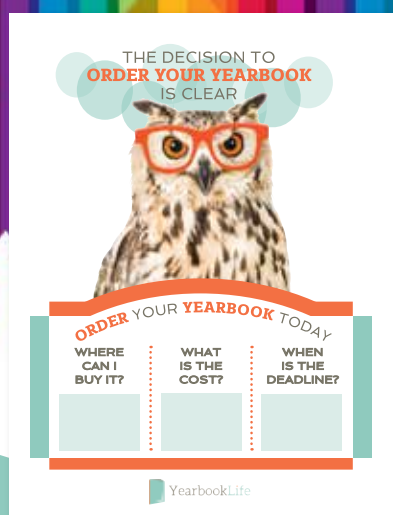
Banners



Take Home Flyers



3D Glasses



Wall Posters

Toll-free: 888-680-0143

sales@YearbookLife.com or visit www.YearbookLife.com

Our Yearbook Design Contest

Every year, all printed elementary, middle and high school yearbooks are automatically entered in our Best Yearbook Contest for cash prizes. Depending on your school's grade level, your school is entered into one of two Categories: Elementary School or Middle/High School.



Judging Criteria:

- ✓ OVERALL ORIGINALITY
- ✓ YEARBOOK CREATIVITY
- ✓ YEARBOOK THEME CONSISTENCY
- ✓ YEARBOOK IMAGE QUALITY

“Thanks for Being Part of Our Team”

The biggest compliment we can receive is your referral to another school. And we will offer your school a credit or cash back for referring another school that submits their yearbook to us for publishing. It's just our way of saying “Thanks for being part of our team.”



“I truly enjoyed working with the staff at YearbookLife. They made this whole yearbook process a great one. Thanks for all your help and support.”

- Colbert Elementary

Contact us:

Toll-free 888-680-0143

sales@YearbookLife.com or

visit www.YearbookLife.com



YearbookLife is an environmentally-friendly company