

While each yearbook is a unique creation, there are...

THEY GOT THIS EXACTLY RIGHT



...elements that all great yearbooks have in common.

Join with us as we move into 2012 and focus our yearbook attention on these 10 elements. It's our theme for the year, and you will be hearing a lot about them as we go forward. Nothing will be as important as these 10.

Why these 10? Because we asked kids from all over what's important to them when it comes to yearbook, and this is what they told us. We challenge you to have a discussion with your yearbook staff and your student buyers and find out if these aren't the 10 things your students most want in their yearbooks.

Don't be surprised that we hit the nail right on the head. We hope you can focus on each of these as you create your 2012 yearbook.

We've been saying this for years.



Inclusive coverage that puts everyone in the yearbook three times!

2

They will judge your book by it.



An appealing cover that makes a statement about your school and reflects your students.

3

It's not just about school anymore.

Coverage that extends beyond your school's walls to every part of your students' lives.



4

This one's a no-brainer.

Identify every person in every photo with each name spelled correctly.



5

Lots and lots and lots of these. From everywhere!

Photos, including those submitted by everyone at your school, that grab your readers.



6

Ask and they will believe...you want their opinion.

Interactive content from readers, including polls, surveys and Superlatives.



7

This takes time and hard work.

Create some eye-catching, beyond-great design with graphics that scream...COOL!



8

Everyone just wants to be themselves.

Let them have personalized content, including personal pages, names, icons and recognition ads.



9

Where am I? Where are my friends?

Your readers want to know so create an index that tells them, quickly and easily.



0

Sign here! Sign here! Sign here!

Your readers always say they want more so give it to them—MORE AUTOGRAPH SPACE!

