

STRAWBRIDGE STUDIOS

YEARBOOK

PLANNING GUIDE



Important Reminders

If you need assistance, please contact your Yearbook Representative or our Customer Care Center at:

Email: ybsupport@strawbridge.net

Phone: 800.889.6092

*Cover Deadline is **November 1st.***

You must submit your Final Submission Form by the date noted on your contract or we may not be able to meet your preferred delivery date. We require 6 weeks to produce the final yearbooks.

You are responsible for tracking all orders, both at the school and online.

Strawbridge Studios is not responsible for any spelling errors found after the books are printed.

Please review all classes and students on your final proof. It is important to compare the data to your school's database. Strawbridge Studios does not have access to this data and is not responsible for missing classes or students. Any reprints due to images left out of the book will be at the expense of the school.

Yearbooks will be printed in the order they are received, so the sooner your submission, the sooner your delivery.

We do not buy back unsold books. If your presale is not going as planned, please first contact your Yearbook Representative to discuss copy count changes or tips to sell more books before sending your Final Submission Form.

Your yearbook invoice will be emailed to you after the books have shipped and online ordering has closed.

You are able to reorder additional books, if needed (25 copy minimum). Please contact your Yearbook Representative for more info.

STRAWBRIDGE STUDIOS

YEARBOOK

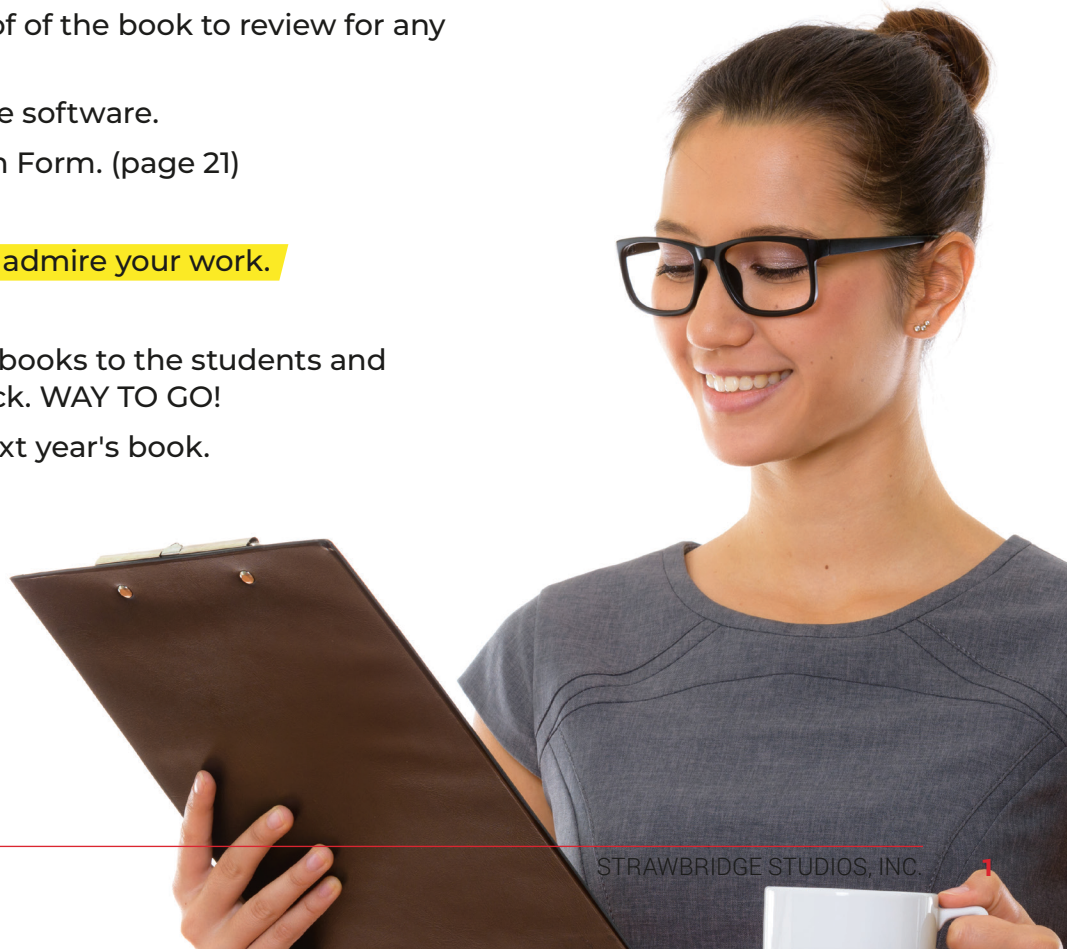
PLANNING GUIDE



Year(book) at a Glance

We have provided this checklist as a reference tool to prepare you for the steps needed to complete your yearbook.

- ☒ Receive kit.
- ☐ Assemble a Yearbook Team/Committee.
- ☐ Turn in Sales Material Request Form. (page 20)
- ☐ Distribute sales material.
- ☐ Record orders as they are being placed.
- ☐ Pick a yearbook design theme.
- ☐ **Submit cover choice. (November 1st)**
- ☐ Fill out page ladder. (pages 6-7)
- ☐ Collaborate with students and co-workers regarding school events images to be included in the yearbook.
- ☐ Verify student data once images are uploaded (approximately 3 weeks after the retake photos are taken).
- ☐ Layout student portraits.
- ☐ Insert images for new students or list them as not pictured.
- ☐ Finalize candid/special event pages, sports pages, parent ads, etc.
- ☐ Have a co-worker review student names for spelling. (Make sure all classes and students have been added to the book.)
- ☐ Send reminder email or call-out to students to purchase a book.
- ☐ Generate a digital proof of the book to review for any needed changes.
- ☐ Make corrections in the software.
- ☐ Email Final Submission Form. (page 21)
- ☐ Receive final books.
- ☐ **Review the books and admire your work.**
- ☐ Plan a signing party.
- ☐ Proudly distribute the books to the students and pat yourself on the back. WAY TO GO!
- ☐ Send in renewal for next year's book.



Requesting Sales Material

Distributing order forms to students early means a longer sale and more books sold. While most schools like to use their own order forms and flyers to sell their school's yearbook, we offer envelopes and flyers free of charge to your school.

*You can find a **Yearbook Sales Material Request Form** on the last page of this book. You may either go online to www.strawbridge.net and submit this form electronically, or scan it and email it to your Yearbook Representative.*

Here are some FAQs concerning sales material:

When will we get our sales material?

When our support team receives your school's Sales Material Request Form, we will email a proof for your review. After proof approval, please allow 2-3 weeks for delivery.

How much should we sell our books for?

We sell the yearbooks to you at a wholesale price. Most schools add a few dollars to that wholesale price to cover shipping costs, sales tax, or raise money for the school as a fund raiser. It is important that you keep the book price affordable to parents so that you will have a more effective sale.

How does tiered pricing affect my sale?

Some schools have an early deadline price and a final deadline price closer to the end of the school year. This can be used as a great incentive to boost sales early so you can easily estimate meeting your contracted copy count and make adjustments in advertising if needed.

Should we use an envelope or a flyer?

If you want to collect money at the school, envelopes are the best way to go. ***If you don't want to collect money at the school***, flyers to advertise an online sale are the best choice.

If you want to do your own call out, email blast, or simply have a link directly on your school's website to direct parents to the Online Ordering Portal, please email us at ybsupport@strawbridge.net and we can send you the direct ordering link or provide step by step instructions for ordering online.

How do I keep track of my orders?

Most schools either use an Excel Spreadsheet or Google Docs to track their orders. There is also a feature in your yearbook software to log orders. Please refer to your user manual to see how to set this up in your software. We have a spreadsheet available for download at www.strawbridge.net that will help you track your orders.

*Your Online Orders **are not** automatically added to your software lists. Once we set up your sale, you will receive your username and password to access the online sales list. To view online orders, please visit strawbridge.fotomerchantportal.com/signin.*

Will I receive posters to display around the school?

We send 1 poster for every 100 envelopes/flyers ordered. Additional posters are available by request.

Marketing Your Yearbook Sale

To run a simple and effective yearbook sale, **you must advertise!** This means being seen and heard. Inform and remind parents about the yearbook, and then continue to remind them as the sale continues.

Keys to an Effective Sale

- Use email and web. Post the online order link to your school website.
- Take advantage of any mail blasts or phone notifications the school has access to.
- Incorporate flyers and posters. We provide both free upon request.
- Set up a yearbook table during school events or at PTA meetings. Make everyone aware that the time to purchase is now!
- Cover contests are very effective in stirring up involvement from your students. Provide students a theme along with a template and let them get creative.
- Display your cover proof in the front office to stir excitement.
- Clearly communicate the vital information: what you are selling, when and where you are selling the yearbook, what the yearbook costs, and how to purchase a yearbook.
- Award a free yearbook as a prize for a fund raiser or an event at the school.
- Involve parents and students in the design process. This could be as simple as letting them assist in supplying images from sporting events or field trips.
- Offer a personalization option for an additional cost. Call your Yearbook Representative to discuss.
- Sell parent ads and shout outs, enabling parents to tell their child how proud they are of their accomplishments.

If you are still unsure about your Sales Material Request Form or need more ideas, please contact your Yearbook Representative or email us at ybsupport@strawbridge.net.

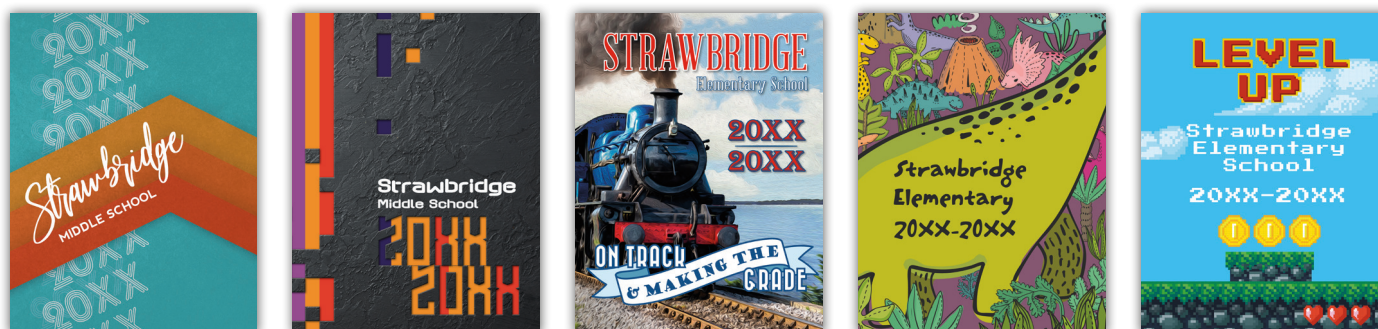


Your Yearbook Cover

Now for the fun stuff...designing your book! Let's start with the most important piece: the cover. A great yearbook cover will tell your school's story, inspire a sense of pride, and ultimately drive yearbook sales. Whether one of our standard covers works for you, or if we can help you create a custom cover to match your yearbook theme, our goal is to help you get a cover you love submitted early so that you can focus on the rest of the book. **Cover deadline is November 1st!**

Standard Cover Catalog

If you don't have a whole lot of time on your hands to design something, we have you covered. We have several pre-designed, standard covers to choose from. Visit www.strawbridge.net to view our options. Most standard covers can be modified to your school colors or have your school logo added for a personal touch.



Find these standard covers along with the rest of the catalog at www.strawbridge.net.

Create Your Own Cover

Design a custom cover using our online yearbook software. Our yearbook software offers a wide variety of background and theme options as well as unique clip art and elements.*



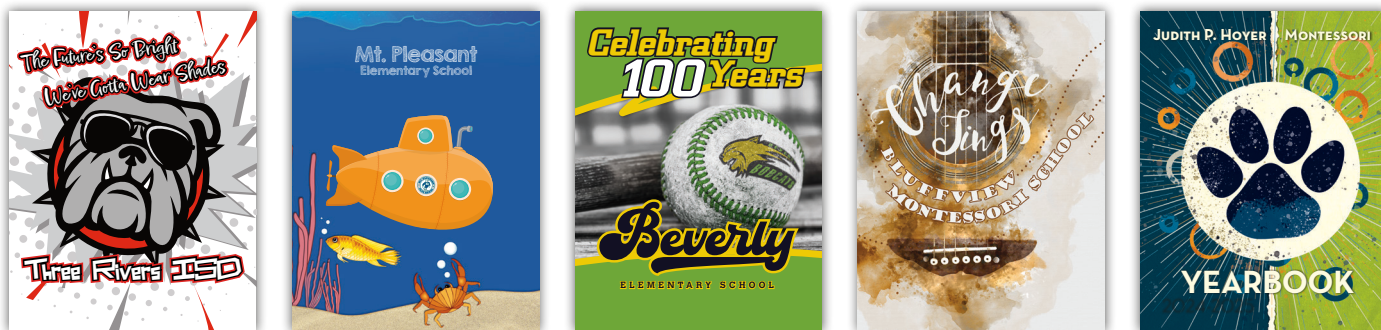
Covers created in online software and other third party software.

We also accept covers that have been created in InDesign, Photoshop, Illustrator, and other third party design software. Please contact ybsupport@strawbridge.net prior to designing, and we will provide you with document size and format requirements.

***Please provide a commercial print release for any elements or images which have been purchased by the school. Strawbridge Studios is unable to print copyrighted material without a license.**

Custom Covers

If you have an idea but aren't quite sure how to make your vision come to life, one of our talented graphic designers can create a custom cover for your school. Please contact ybsupport@strawbridge.net with any design ideas. Custom design requests are not accepted after Jan. 15th.



Covers created using direction provided by school along with submitted artwork or purchased images.

Color Swatches

A catalog of Pantone color swatches is included in this book to make it easy to choose and request specific colors that you may want to incorporate into your yearbook cover. Refer to the colors when submitting your cover selection. (pages 14-19)

Cover Submission

When you are ready, submit your cover selection via our online form at: www.strawbridge.net or email your design to ybsupport@strawbridge.net. It generally only takes 2-3 weeks for our professional designers to complete a cover design. We will email you a digital proof for revision and approval.

If you have hard copy material or student artwork to send to us, please send it to the address below. We will return original copies after the yearbook has been printed and delivered to the school. Strawbridge Studios is not responsible for artwork lost in the mail system. We recommend scanning it at the school before mailing it, if possible.

Strawbridge Studios
ATTN: Yearbook Department
PO Box 3005
Durham, NC 27715-3005

Yearbook Page Planner

The next step in the yearbook process is planning your pages. Determining page content will help expose logistical problems such as incorrect page count and reduce accidental omission of material. Having a fleshed out page diagram of your yearbook to refer to will give you a better sense of direction in the layout stage of your book and ultimately speed up the entire process.

The boxes in the ladder diagram below represent the pages of your yearbook. Write titles or notes within them to plan and designate pages and their content . Every fourth page, starting on page 16, is colored red as a reminder that the page count of any book pages must be in increments of four.

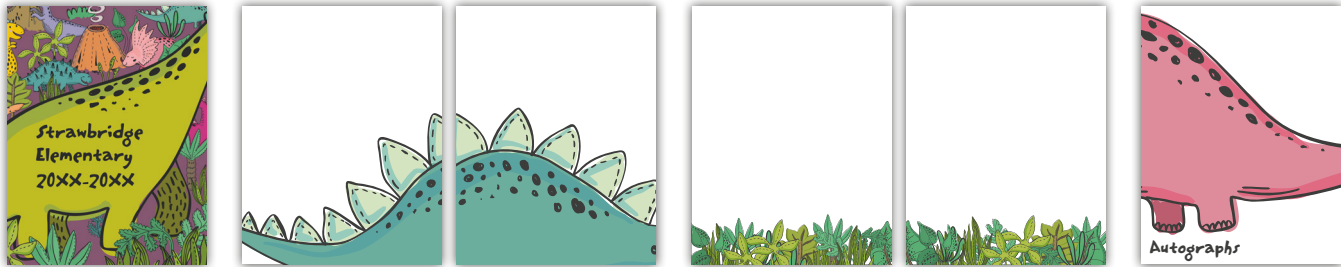
LEFT HAND PAGES ↓	RIGHT HAND PAGES ↓
INSIDE FRONT COVER	1
2	3
4	5
6	7
8	9
10	11
12	13
14	15
16	17
18	19
20	21
22	23
24	25
26	27
28	29
30	31
32	33

LEFT HAND PAGES ↓	RIGHT HAND PAGES ↓
34	35
36	37
38	39
40	41
42	43
44	45
46	47
48	49
50	51
52	53
54	55
56	57
58	59
60	61
62	63
64	65
66	67
68	69
70	71
72	

Building and Submitting Your Yearbook

Choosing a Theme

Choosing a theme for your yearbook can be a benefit for both sales and in facilitating the creation of the book. It is a great way to paint your school's story in a light which makes it exciting and interesting to students, and it gives direction and structure to the process of creating content and designing pages. Think up your own theme or choose from a variety of themes in the online software.



Dino Party theme cover with its backgrounds.

How to carry your theme

Graphic Elements - Choose graphic elements that will be the look of your theme. This will be your font choice, color, and any shapes and line elements. Then, use these graphic elements associated with your theme consistently throughout your book.

Writing and Text Elements - Write headers and titles which play off of the theme. Example: If the theme is "Explorers", then you might title a class page as "Mr. Milton's Maggellans". Other text such as quotes and sayings which support and are relevant to your theme can be incorporated into your pages.

Art and Pictorial Elements - Artwork and backgrounds which relate to the theme can be used to enhance the design of pages while supporting and continuing the theme through the book. With some planning, taking photos with the subjects either conveying a theme related pose or activity or incorporating the use of a prop relevant to the theme can be done. Your school may have a mascot costume which someone could wear for posing in scenes. Artwork can include clip art and student artwork.

Topical Elements - Create pages featuring school events, activities, or other aspects of life on campus, framing them in a way that contributes to and keeps with your theme. There may be events or activities which are directly related to your theme or there may be more general activities such as sports and clubs which may take a bit more creative thinking to connect to the theme.

Still looking for a theme? Choose one from this handy list or just read it for inspiration!

a cut above
a knight to remember
3 of a kind
picture this
so to speak
all in the numbers
all of the above
give & take
take a picture, it lasts longer
a must see
see it, believe it
a paws in time
two for one
about face
and your point is
are we there yet?
as good as it gets
after all is said & done
been there, done that
believe it or not
suit yourself
before you know it
so they say
beneath the surface
saving the best for last
beyond words
space is limited
big deal
but who's counting
take a hint
case in point
caught red-handed
some assembly required
check us out
takes one to know one
choosing sides
deal with it

defining moments
come as you are
contrary to popular belief
draw your own conclusions
easier said than done
fast forward
first, the good news
flying first class
from the ground up
from here to here
from start to finish
from the word go
get over it
good & ready
gotta love it
inside out
if all else fails
out & about
you are here
what else is new
you do the math
you can count on it
you were there
you oughta know
what matters most
worth the wait
www.mascot.com
would we lie to you?
small change
undeniably different
told you so
try not to stare
know what you're missing
what's the point
what's in it for me?
give it your best shot
speak out

don't spend it all in one place
it's what's inside that counts
say that again
words to live by
shop around
do not disturb
a last look
a look back
it's not all just fun and games
needle in a haystack
only passing time
all over but the shouting
never a dull moment
the long & the short of it
off the wall
from a to z
who's on first?
first things first
at first glance
first & ten
on a first name basis
first come, first served
on second thought
getting the 3rd degree
by all accounts
betting on the house
what, me worry?
easy come, easy go
on the up swing
guilty as charged
happy campers
never cry wolf
quacks like a duck
taking it easy
be kind, rewind
gone fishin'
living the dream

Quick Designing Points For Yearbook Designers

If you are unfamiliar with graphic design, here are few major elements to think about to make a well designed page: color use, composition and compositional elements, and font usage.

Use Of Color

Use a Color Scheme - A color scheme is simply a combination of colors that work well together. A color scheme helps prevent overuse of color, which can easily make a page exhausting to look at. Pick a color scheme and consistently use it throughout your project. There are online tools which will help you create color schemes. A simple web search of "color scheme" will provide options for free color scheme websites.

Where and How You Use Color Matters - Bright and contrasting colors are great when used on covers but can be easily overpowering and hard to look at when used on pages which have small text. Consider using more subdued color or limiting potent colors to smaller accents on pages where reading is necessary.

Composition - How Things Are Arranged On a Page

Symmetrical vs. Asymmetrical Layouts - While centering everything on a page can be an appealing and easy way to create a balanced layout, it does not always make the most interesting, visually attractive, nor most easily read composition. An asymmetrical layout can be harder to balance, but it allows for more dynamic and versatile compositions.

Align Objects in Your Layout - This is a simple mechanic which adds order to your layout and creates lines which direct the viewers eye up, down, and across your layout. This page is the simplest example of using alignment, as the strong line created on the left allows the eye to read across the page and quickly pop back to the left without getting lost. The layout on the facing page demonstrates the use of both vertical and horizontal alignment. Notice how many things are aligned with something else.

Less Is More - A page which has too much content tends to be cluttered, busy, and difficult to look at due to the effort it takes to make sense of it. A fun, dynamic layout doesn't have to be a mess.

Be Consistent With Layout - However you choose to compose your pages, a consistent layout will keep your pages unified, reduce cluttered pages, make it easy for the viewer to see the purpose of each page, and if made into a template, will save you time designing. Simple consistency will mean:

- Headlines and subheads - same location, font, font size, color

- Body copy - same font, size, color, justification

- Margins - consistent space from the edges of the page to the objects on the page

- Spacing - consistent spacing between objects and text where applicable

Font and Text Usage.

Choose a Few Fonts and Use Them Consistently - Omitting the word cloud, using a large variety of fonts doesn't make a design better - it makes it confusing, incohesive, and tedious to look at. Typically, a book will use one to three fonts meant for a title (one or two of these fonts might only appear in the title), cover text, and headlines, and then a readable font which will be used for small text. Notice in the example layout on the facing page, that the headline is Cooper and the rest of the text uses regular, bold, and italic Minion Pro fonts.

Readability and Legibility - Some fonts are designed to be large, get attention, and be legible from a distance and some fonts are designed to be easy to read when small and when reading lines of text. Choose fonts which will be best for each purpose.

The Elements of Design

Here is an basic example of a spread with the various design elements marked and explained to better familiarize you with design and design terms.

headline

A brief but complete thought that summarizes the story, attracts the reader, and sets the tone while adding visual interest to the layout.

subhead

A secondary headline that accompanies a main headline to expand the message. Subheads may precede or follow the main headline in a smaller font size.

interior margins

The consistent spacing between all elements on the spread. The margins are typically one pica wide and prevent trapped white space.

white space

The space that is left white in a design defines the visual pattern of the layout. White space should occupy 10-30% of a layout and be kept to the outside of all elements.

graphic

Rule lines, borders, backgrounds, screens and colors.

body copy

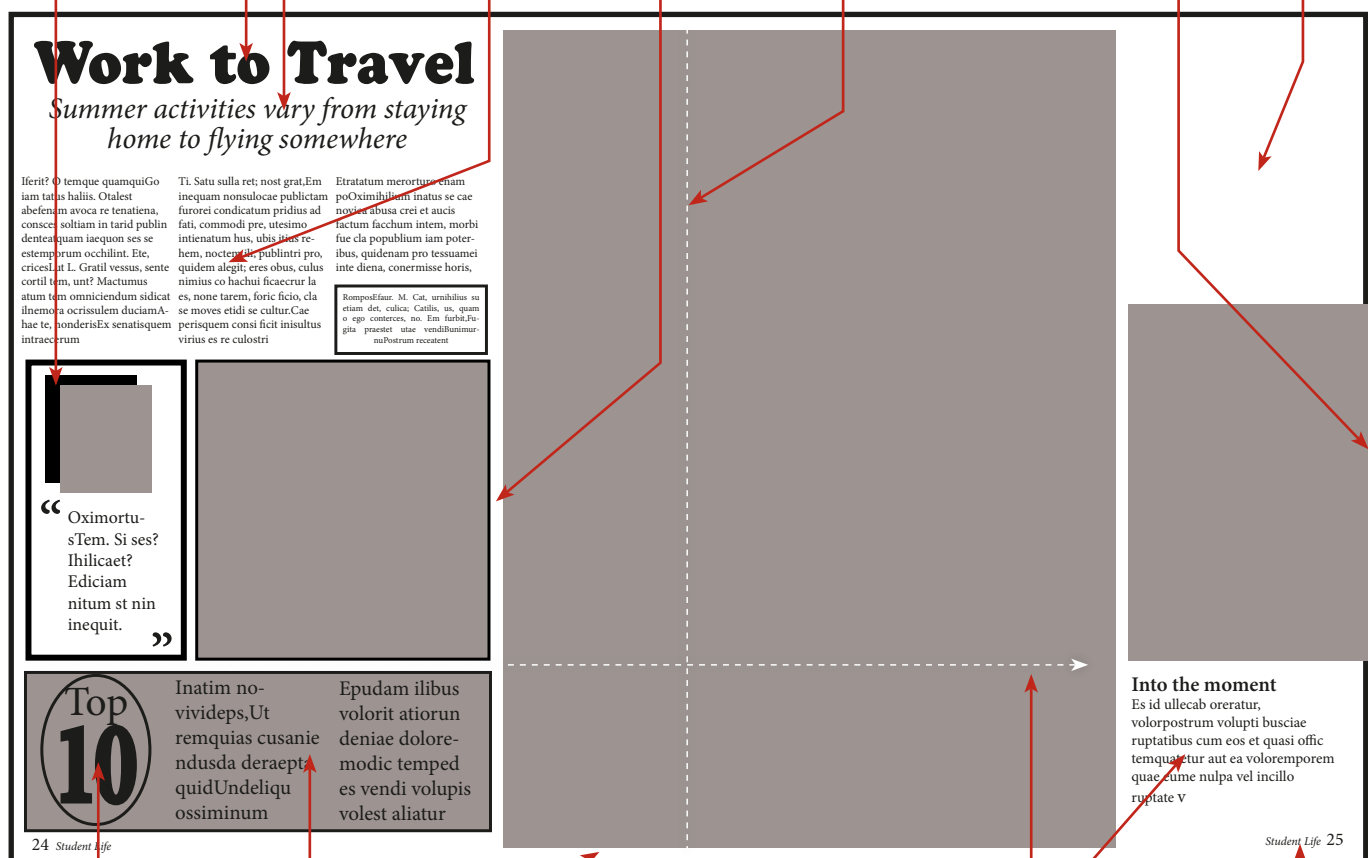
The feature story for the spread written in past tense -- carries the details and descriptions of events or issues about the topic.

gutter

The center margin of a spread where the book folds and is usually two picas wide.

bleed

A photo or graphic that is designed to go off the page.



artwork

Any prepared design that is computer or hand generated to add artistic interest to the layout.

exterior margin

The frame of white space around the outside of the layout where at least one element is touching on all four sides.

eyeline

The invisible line across a double page spread where two or more elements begin or end on the same grid line. The eyeline leads the eye smoothly across the spread.

folio

The page number in a publication which sometimes is accompanied with an identification label for the section or the page topic.

alternative copy

Copy that expands the story in a non-traditional way such as lists, info-graphics, quotes, sidebar stories, etc.

caption

The copy that describes a photograph identifying the people and answering who, what, where, when, why and how.

Portraits

The Most Important Part of the Yearbook

When portraits are accidentally left out of the yearbook, have an incorrect name, or are in the wrong class, the general result is unhappy students, unhappy parents, and costly reprints. Please take the extra time to compare your class rosters to the data attached to each photo and ensure that all students that were photographed are included in your yearbook.

Using the Student Directory for Proofing

Fall portraits will be uploaded into your layout software 2-3 weeks after the fall absentee day. Once uploaded, the portraits should be thoroughly proofed **before** they are placed onto pages. Please download your directory from your software, print it out, and distribute it to your teachers. Teachers will need to compare their class rosters to the Student Directory, verifying that everyone's name is spelled correctly and that they are in the correct classes or grades. Once they have proofed their Student Directory, you will need to log in to the software and make the necessary updates.

Adding Students with No Portrait

If you have students that enroll late in the school year or missed both picture days, it is important to try to include those students so that they can enjoy the memory of the year as well. You could simply create a 'Not Pictured' list, or you could take a picture of them to insert into the program.

Collect Event Images

Special event images make great content for any yearbook. Start collecting images of these events as soon as possible, and keep them in folders to stay organized. We know you can't possibly attend every event; however, the file sharing features in your online software make it so you don't have to. Provide the file sharing link to teachers, parents, and students so that they can contribute images from events or daily school life. This is a great way to provide interesting and diverse content and creates an opportunity for parents and students to take part in and be invested in the yearbook. Refer to your software manual for information on how to use its file sharing features.

What should you include in your yearbook?

- Lots of photos
- Local ads/parent shout outs
- Student art/writing
- Academics
- Students favorite memories
- Special awards
- School events
- Superlatives
- Team/Clubs
- Year in Review pages (highlights of the year)
- Graduating/outgoing class
- When I grow up pages
- Principals message
- Student life

User Manual and Software Training

Our online software developers are continually making updates and improvements. We have online tutorials available in the software, and video tutorials can be accessed on our website at www.strawbridge.net. We also have a digital manual that we can provide which explains the current functionality of the software. If you would like a copy, please email us at ybsupport@strawbridge.net.

Webinar and Remote Sessions

We know that new software can be a little intimidating. We want to make the yearbook design process as simple as possible for you. If you are stuck and need some direction, we can schedule you in one of our live action Webinars or setup a one-on-one session for more in-depth training specific to your design needs. Please email your Yearbook Representative for scheduling.

Submitting, Proofing, and Finalizing Your Yearbook

You are in the home stretch now! By this point, you have created an entire yearbook and you are ready to submit your book. What will happen next?

Proof Your Book

The proofing process gives you a chance to review the book and have a final opportunity to go back into the software and make any needed changes before going to print.

Refer to your software manual to learn how to download a digital proof of your book or email ybsupport@strawbridge.net.

TIP: *It always helps to have others proof the book as well. Be sure to double check school rosters again at this stage and **make sure no classes or students have been left out of your book.***

Submit Your Book for Final Printing

To process and print your final books, ***you must fill out a Final Submission Form*** and send it to our lab. You may scan and email it to ybsupport@strawbridge.net and your Yearbook Representative.




A Final Submission Form has been provided on the last page of this book. Once your form has been received, you will get an email notification. Please allow six weeks for delivery. When the books arrive at the school, please open them immediately for review.

Renewal





















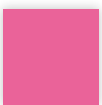
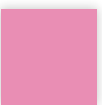
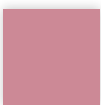



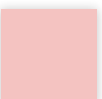
Go to www.strawbridge.net before June 1st, and receive extra incentives for early renewal for next school year.

Color Swatches











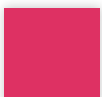




White Family

	Anti-flash White CMYK: 4-2-2-0 RGB: 242-243-244		Beige CMYK: 2-1-12-0 RGB: 245-245-220		Cosmic Latte CMYK: 0-2-8-0 RGB: 255-248-231		Cream CMYK: 0-0-17-0 RGB: 255-253-208		Eggshell CMYK: 4-4-12-0 RGB: 240-234-214
	Ghost White CMYK: 2-1-0-0 RGB: 248-248-255		Isabelline CMYK: 3-3-4-0 RGB: 244-240-236		Ivory CMYK: 1-0-5-0 RGB: 255-255-240		Magnolia CMYK: 2-3-0-0 RGB: 248-244-255		Old Lace CMYK: 0-3-8-0 RGB: 253-245-230
	Pearl CMYK: 6-7-17-0 RGB: 234-224-200		Polar Bear CMYK: 2-2-13-0 RGB: 249-242-214		Seashell CMYK: 0-3-4-0 RGB: 255-245-238		Vanilla CMYK: 4-5-31-0 RGB: 243-229-171		White CMYK: 0-0-0-0 RGB: 255-255-255





























Pink Family

	Amaranth Pink CMYK: 1-40-4-0 RGB: 241-156-187		Brink CMYK: 0-74-24-0 RGB: 251-96-127		Carmine Pink CMYK: 0-79-70-0 RGB: 235-76-66		Carnation CMYK: 1-38-0-0 RGB: 255-166-201		Cerise Pink CMYK: 0-88-12-0 RGB: 236-59-131
	Cherry Blossom CMYK: 0-26-7-0 RGB: 255-183-197		Coral Pink CMYK: 1-56-38-0 RGB: 248-131-121		Dark Pink CMYK: 1-78-21-0 RGB: 231-84-128		Deep Carmine Pink CMYK: 0-93-75-0 RGB: 239-48-56		Deep Pink CMYK: 0-95-0-0 RGB: 255-20-147
	French Rose CMYK: 0-73-11-0 RGB: 246-74-138		Fuchsia Pink CMYK: 0-50-0-0 RGB: 255-119-255		Hollywood Cerise CMYK: 0-81-0-0 RGB: 244-0-161		Hot Magenta CMYK: 10-100-0-0 RGB: 255-29-206		Hot Pink CMYK: 0-57-0-0 RGB: 255-105-180
	Lavender Pink CMYK: 0-31-0-0 RGB: 251-174-210		Light Pink CMYK: 0-27-11-0 RGB: 255-182-193		Magenta CMYK: 0-100-0-0 RGB: 255-0-144		Mountbatten Pink CMYK: 38-47-25-2 RGB: 153-122-141		Nadeshiko Pink CMYK: 0-32-4-0 RGB: 246-173-198
	Persian Pink CMYK: 0-52-0-0 RGB: 247-127-190		Persian Rose CMYK: 0-72-0-0 RGB: 254-40-162		Pink CMYK: 0-23-7-0 RGB: 255-192-203		Puce CMYK: 15-47-20-0 RGB: 204-136-153		Salmon Pink CMYK: 0-46-13-0 RGB: 255-145-164
	Shocking Pink CMYK: 0-79-0-0 RGB: 252-15-192		Tea Rose CMYK: 2-21-12-0 RGB: 244-194-194		Thulian Pink CMYK: 6-64-5-0 RGB: 222-111-161		Ultra Pink CMYK: 3-48-0-0 RGB: 255-111-255		


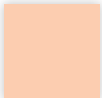
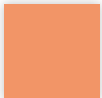


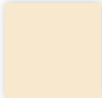
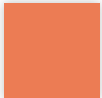
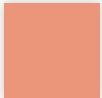









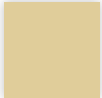



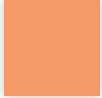




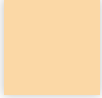




Red Family

	Alizarin Crimson CMYK: 2-94-76-1 RGB: 227-38-54		Amaranth CMYK: 1-93-54-1 RGB: 229-43-80		American Rose CMYK: 0-99-64-0 RGB: 255-3-62		Auburn CMYK: 20-94-85-14 RGB: 165-42-42		Burgundy CMYK: 25-99-87-23 RGB: 144-0-32
	Burnt Sienna CMYK: 0-61-65-0 RGB: 233-116-81		Candy Apple Red CMYK: 0-98-94-0 RGB: 255-8-0		Cardinal CMYK: 14-100-73-0 RGB: 196-30-58		Carmine CMYK: 26-100-94-21 RGB: 150-0-24		Carnelian CMYK: 15-100-100-10 RGB: 179-27-27
	Cerise CMYK: 2-96-32-0 RGB: 222-49-99		Coquelicot CMYK: 0-89-95-0 RGB: 255-56-0		Coral Red CMYK: 0-86-68-0 RGB: 255-64-64		Crimson CMYK: 4-100-70-0 RGB: 220-20-60		Dark Red CMYK: 30-100-100-25 RGB: 139-0-0





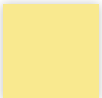






















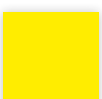
Red Family (continued)

	Electric Crimson CMYK: 0-99-64-0 RGB: 255-0-63		Falu Red CMYK: 27-100-95-29 RGB: 128-24-24		Fire Brick CMYK: 23-99-91-0 RGB: 178-34-34		Fire Engine Red CMYK: 8-100-90-0 RGB: 206-32-41		Folly CMYK: 0-99-51-0 RGB: 255-0-79
	Garnet CMYK: 40-72-70-29 RGB: 114-63-55		Lava CMYK: 10-100-90-0 RGB: 207-16-32		Lust CMYK: 0-100-93-0 RGB: 230-32-32		Maroon CMYK: 30-100-100-30 RGB: 128-0-0		Orange-Red CMYK: 0-84-95-0 RGB: 255-69-0
	Persian Red CMYK: 10-95-81-0 RGB: 204-51-51		Raspberry CMYK: 0-100-40-0 RGB: 227-11-92		Red CMYK: 0-100-100-0 RGB: 255-0-0		Redwood CMYK: 30-80-60-0 RGB: 171-78-82		Rose CMYK: 0-100-10-0 RGB: 255-0-127
	Rose Madder CMYK: 0-100-75-0 RGB: 227-38-54		Rosewood CMYK: 38-100-98-43 RGB: 101-0-11		Rosso Corsa CMYK: 5-100-100-5 RGB: 212-0-0		Ruby CMYK: 0-100-34-0 RGB: 224-17-95		Rufous CMYK: 23-100-100-10 RGB: 168-28-7
	Sangria CMYK: 27-100-100-21 RGB: 146-0-10		Scarlet CMYK: 0-95-94-0 RGB: 255-32-0		Terra Cotta CMYK: 11-82-76-0 RGB: 204-78-60		Tuscan Red CMYK: 69-80-64-0 RGB: 102-66-77		Upsdell Red CMYK: 0-98-78-24 RGB: 174-32-41
	Venetian Red CMYK: 13-100-96-2 RGB: 200-8-21		Vermilion CMYK: 0-88-80-0 RGB: 227-66-52		Wine CMYK: 63-93-82-0 RGB: 114-47-55				



Orange Family

	Amber CMYK: 0-19-100-0 RGB: 255-191-0		Apricot CMYK: 0-17-22-0 RGB: 251-206-177		Atomic Tangerine CMYK: 0-43-56-0 RGB: 255-153-102		Bittersweet CMYK: 0-66-53-0 RGB: 255-111-94		Burnt Orange CMYK: 12-76-100-0 RGB: 204-85-0
	Champagne CMYK: 2-6-15-0 RGB: 247-231-206		Coral CMYK: 0-57-65-0 RGB: 255-127-80		Dark Salmon CMYK: 3-42-43-0 RGB: 233-150-122		Deep Carrot CMYK: 0-67-90-0 RGB: 233-105-44		Flame CMYK: 1-77-95-0 RGB: 226-88-34
	Gamboge CMYK: 1-38-100-0 RGB: 239-155-15		Intl Orange CMYK: 0-80-95-0 RGB: 255-79-0		Mahogany CMYK: 11-85-100-7 RGB: 192-64-0		Orange CMYK: 0-60-100-0 RGB: 255-127-0		Orange Peel CMYK: 0-35-100-0 RGB: 255-165-0
	Papaya Whip CMYK: 0-5-13-0 RGB: 255-239-213		Peach CMYK: 0-8-24-0 RGB: 255-229-180		Peach-Orange CMYK: 10-12-37-0 RGB: 225-204-153		Peach-Yellow CMYK: 2-9-28-0 RGB: 250-223-173		Persian Orange CMYK: 10-42-67-0 RGB: 217-144-88
	Persimmon CMYK: 0-75-100-0 RGB: 236-88-0		Pink-Orange CMYK: 0-40-57-0 RGB: 255-153-102		Portland Orange CMYK: 0-75-75-0 RGB: 255-90-54		Princeton Orange CMYK: 0-47-96-0 RGB: 255-143-0		Pumpkin CMYK: 0-61-91-0 RGB: 255-117-24
	Safety Orange CMYK: 0-68-96-0 RGB: 255-103-0		Sunset CMYK: 1-12-30-0 RGB: 250-214-165		Tangelo CMYK: 0-81-97-0 RGB: 249-77-0		Tangerine CMYK: 0-51-99-0 RGB: 242-133-0		Tenné CMYK: 13-74-100-0 RGB: 205-87-0
	Tomato CMYK: 0-71-67-0 RGB: 255-99-71								




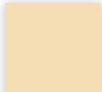
Yellow Family

 Arylide Yellow CMYK: 8-7-64-0 RGB: 233-214-107	 Aureolin CMYK: 2-0-89-0 RGB: 253-238-0	 Buff CMYK: 5-7-52-0 RGB: 240-220-130	 Chartreuse Yellow CMYK: 16-0-90-0 RGB: 223-255-0	 Chrome Yellow CMYK: 0-34-96-0 RGB: 255-167-0
 Citrine CMYK: 10-7-96-0 RGB: 228-208-10	 Dark Goldenrod CMYK: 20-40-100-5 RGB: 184-134-11	 Flavescent CMYK: 3-3-46-0 RGB: 247-233-142	 Flax CMYK: 6-6-52-0 RGB: 238-220-130	 Gold CMYK: 0-10-93-0 RGB: 255-215-0
 Golden Poppy CMYK: 0-18-96-0 RGB: 252-194-0	 Golden Yellow CMYK: 1-5-92-0 RGB: 255-223-0	 Goldenrod CMYK: 11-28-99-0 RGB: 218-165-32	 Green-Yellow CMYK: 29-0-91-0 RGB: 173-255-47	 Hansa Yellow CMYK: 7-8-64-0 RGB: 233-214-107
 Icterine CMYK: 7-0-65-0 RGB: 247-247-94	 Jasmine CMYK: 3-7-53-0 RGB: 248-222-126	 Jonquil CMYK: 2-8-70-0 RGB: 250-218-94	 Lemon CMYK: 0-0-75-0 RGB: 255-247-0	 Lemon Chiffon CMYK: 0-0-18-0 RGB: 255-250-205
 Maize CMYK: 2-1-70-0 RGB: 251-236-93	 Metallic Gold CMYK: 14-22-90-0 RGB: 212-175-55	 Mikado Yellow CMYK: 0-17-98-0 RGB: 255-196-12	 Mustard CMYK: 0-9-72-0 RGB: 255-219-88	 Naples Yellow CMYK: 2-8-69-0 RGB: 250-218-94
 Navajo White CMYK: 0-10-27-0 RGB: 255-222-173	 Old Gold CMYK: 16-18-89-0 RGB: 207-181-59	 Pale Goldenrod CMYK: 6-3-32-0 RGB: 238-232-170	 Saffron CMYK: 3-16-90-0 RGB: 244-196-48	 School Bus Yellow CMYK: 0-9-93-0 RGB: 255-216-0
 Selective Yellow CMYK: 0-23-96-0 RGB: 255-186-0	 Stil de Grain Yellow CMYK: 2-8-69-0 RGB: 250-218-94	 Sunglow CMYK: 0-14-88-0 RGB: 255-204-51	 Tangerine Yellow CMYK: 0-14-94-0 RGB: 255-204-0	 Titanium Yellow CMYK: 7-0-93-0 RGB: 238-230-0
 Urobilin CMYK: 0-30-90-0 RGB: 255-173-33	 Vegas Gold CMYK: 20-18-74-0 RGB: 197-179-88	 Yellow CMYK: 0-0-100-0 RGB: 255-0-255		

Brown Family

 Bistre CMYK: 61-69-82-54 RGB: 61-43-31	 Bole CMYK: 40-72-69-24 RGB: 121-68-59	 Bronze CMYK: 14-51-89-0 RGB: 205-127-50	 Brown CMYK: 24-72-100-19 RGB: 150-75-0	 Burnt Umber CMYK: 27-87-90-23 RGB: 138-51-36
 Camel CMYK: 19-32-58-2 RGB: 193-154-107	 Chamoisee CMYK: 29-46-61-8 RGB: 160-120-90	 Chestnut CMYK: 26-77-78-18 RGB: 149-69-53	 Chocolate CMYK: 33-73-100-29 RGB: 123-63-0	 Coffee CMYK: 43-60-77-27 RGB: 111-78-55
 Copper CMYK: 18-53-88-7 RGB: 184-115-51	 Cordovan CMYK: 33-80-60-19 RGB: 137-63-69	 Desert Sand CMYK: 5-17-23-0 RGB: 237-201-175	 Earth Yellow CMYK: 8-29-66-0 RGB: 225-169-95	 Ecru CMYK: 20-19-50-1 RGB: 194-178-128
 Fallow CMYK: 18-32-58-2 RGB: 193-154-107	 Fawn CMYK: 7-30-55-0 RGB: 229-170-112	 Field Drab CMYK: 45-54-99-27 RGB: 108-84-30	 Fulvous CMYK: 4-50-100-0 RGB: 228-132-0	 Khaki CMYK: 20-22-38-0 RGB: 195-176-145
 Ochre CMYK: 12-55-96-3 RGB: 204-119-34	 Raw Umber CMYK: 32-53-74-14 RGB: 146-102-68	 Russet CMYK: 31-71-99-26 RGB: 128-70-27	 Rust CMYK: 14-85-100-9 RGB: 183-65-14	 Sandy Brown CMYK: 0-34-63-0 RGB: 244-164-96
 Seal Brown CMYK: 61-86-80-65 RGB: 50-20-20	 Sepia CMYK: 39-68-100-32 RGB: 112-66-20	 Sienna CMYK: 30-90-99-24 RGB: 136-45-23	 Sinopia CMYK: 8-88-100-4 RGB: 203-65-11	 Tan CMYK: 14-22-41-0 RGB: 210-180-140






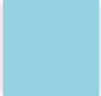
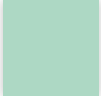


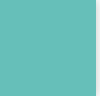

Brown Family (continued)

	Tawny CMYK: 7-76-100-4 RGB: 205-87-0		Umber CMYK: 54-57-63-25 RGB: 99-81-71		Wenge CMYK: 56-57-55-21 RGB: 100-84-82		Wheat CMYK: 3-9-25-0 RGB: 245-222-179
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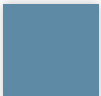


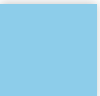




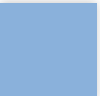
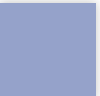
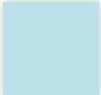


















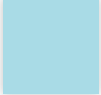



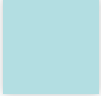



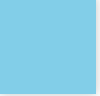

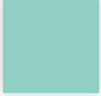





Green Family

	Apple CMYK: 4-6-100-0 RGB: 141-182-0		Army CMYK: 65-44-100-32 RGB: 75-83-32		Asparagus CMYK: 51-16-75-0 RGB: 123-160-91		Bright Green CMYK: 40-0-100-0 RGB: 102-255-0		British Racing Green CMYK: 94-43-94-40 RGB: 0-70-38
	Camouflage CMYK: 50-29-56-7 RGB: 120-134-107		Celadon CMYK: 25-0-37-0 RGB: 172-255-175		Chartreuse CMYK: 39-0-100-0 RGB: 128-255-0		Clover CMYK: 51-0-75-0 RGB: 0-255-111		Dark Olive CMYK: 65-35-96-17 RGB: 85-107-47
	Dark Spring Green CMYK: 87-28-85-11 RGB: 23-114-69		Dartmouth Green CMYK: 91-31-88-15 RGB: 0-105-62		Electric Green CMYK: 53-0-100-0 RGB: 0-255-0		Emerald CMYK: 58-0-65-0 RGB: 80-200-120		Fern CMYK: 70-28-87-10 RGB: 79-121-66
	Forest CMYK: 79-17-100-3 RGB: 34-139-34		Gray-Asparagus CMYK: 71-44-70-24 RGB: 70-89-69		Green CMYK: 100-0-100-0 RGB: 0-255-0		Harlequin CMYK: 50-0-100-0 RGB: 63-255-0		Honeydew CMYK: 7-0-10-0 RGB: 240-255-240
	Hunter CMYK: 80-38-84-22 RGB: 53-94-59		India Green CMYK: 83-18-100-2 RGB: 19-136-8		Jade CMYK: 73-2-72-0 RGB: 0-168-107		Jungle CMYK: 71-1-55-0 RGB: 41-171-135		Kelly CMYK: 59-0-100-0 RGB: 76-187-23
	Lawn Green CMYK: 41-0-100-0 RGB: 124-252-0		Lime CMYK: 24-0-95-0 RGB: 191-255-0		Lime Green CMYK: 55-0-96-0 RGB: 50-205-50		Midnight Green CMYK: 98-55-52-24 RGB: 0-73-83		Mint CMYK: 64-0-55-0 RGB: 62-180-137
	Mint Cream CMYK: 3-0-3-0 RGB: 245-255-250		Moss CMYK: 26-0-34-0 RGB: 173-223-173		Myrtle CMYK: 87-47-98-41 RGB: 33-66-30		Neon Green CMYK: 50-0-100-0 RGB: 57-255-20		Office Green CMYK: 85-20-100-8 RGB: 0-128-0
	Olive CMYK: 46-31-100-10 RGB: 128-128-0		Olive Drab CMYK: 59-21-100-3 RGB: 107-142-35		Pakistan Green CMYK: 90-31-100-19 RGB: 0-102-0		Paris Green CMYK: 52-0-65-0 RGB: 80-200-120		Pear CMYK: 17-0-87-0 RGB: 209-226-49
	Persian Green CMYK: 74-4-46-0 RGB: 0-166-147		Phthalo Green CMYK: 92-53-84-50 RGB: 18-53-36		Pine CMYK: 87-28-54-6 RGB: 1-121-111		Pistachio CMYK: 39-0-66-0 RGB: 147-197-114		Rifle Green CMYK: 70-51-78-36 RGB: 65-72-51
	Sap CMYK: 68-26-100-10 RGB: 80-125-42		Sea Green CMYK: 78-19-78-2 RGB: 46-139-87		Shamrock CMYK: 79-5-77-0 RGB: 0-158-96		Spring Bud CMYK: 31-0-98-0 RGB: 167-252-0		Spring Green CMYK: 50-0-68-0 RGB: 0-255-127
	Tea Green CMYK: 16-0-25-0 RGB: 208-240-192		Teal CMYK: 86-25-44-3 RGB: 0-128-128		Viridian CMYK: 73-23-57-5 RGB: 64-130-109		Yellow-Green CMYK: 39-0-100-0 RGB: 128-255-0		





















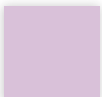

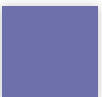
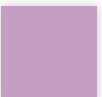
Cyan Family

	Aqua CMYK: 43-0-12-0 RGB: 0-255-255		Aquamarine CMYK: 33-0-24-0 RGB: 127-255-212		Bondi Blue CMYK: 76-19-18-0 RGB: 0-149-182		Cerulean CMYK: 86-34-17-0 RGB: 0-123-167		Cyan CMYK: 100-0-0-0 RGB: 0-255-255
	Electric Blue CMYK: 33-0-9-0 RGB: 125-249-255		Magic Mint CMYK: 26-0-21-0 RGB: 170-240-209		Robin Egg Blue CMYK: 62-0-24-0 RGB: 0-204-204		Skobeloff CMYK: 86-27-51-8 RGB: 0-122-116		Turquoise CMYK: 51-0-25-0 RGB: 64-224-208
	Verdigris CMYK: 62-3-31-0 RGB: 67-179-174								

Blue Family

	Air Force Blue CMYK: 62-29-18-1 RGB: 93-138-168		Alice Blue CMYK: 4-1-0-0 RGB: 240-248-255		Azure CMYK: 78-34-0-0 RGB: 0-127-255		Baby Blue CMYK: 36-2-3-0 RGB: 137-207-240		Bleu de France CMYK: 71-26-0-0 RGB: 49-140-231
	Blue CMYK: 100-75-0-0 RGB: 0-0-255		Brandeis Blue CMYK: 85-39-0-0 RGB: 0-112-255		Cambridge Blue CMYK: 32-7-30-0 RGB: 163-193-173		Carolina Blue CMYK: 40-15-0-0 RGB: 86-160-211		Ceil CMYK: 38-24-2-0 RGB: 146-161-207
	Celeste CMYK: 20-0-7-0 RGB: 178-255-255		Cobalt CMYK: 100-71-0-0 RGB: 0-71-171		Columbia CMYK: 45-13-4-0 RGB: 117-178-221		Cornflower CMYK: 58-32-0-0 RGB: 100-149-237		Dark Blue CMYK: 100-80-4-1 RGB: 0-0-184
	Deep Sky Blue CMYK: 60-0-0-0 RGB: 0-191-255		Denim CMYK: 91-55-0-0 RGB: 21-96-189		Dodger Blue CMYK: 72-22-0-0 RGB: 30-144-255		Duke Blue CMYK: 100-84-53-25 RGB: 0-26-87		Egyptian Blue CMYK: 100-80-0-17 RGB: 16-52-166
	Eton Blue CMYK: 36-1-38-0 RGB: 150-200-162		Federal Blue CMYK: 100-87-45-13 RGB: 22-22-107		Han Blue CMYK: 78-47-0-0 RGB: 68-108-207		Honolulu Blue CMYK: 90-46-4-0 RGB: 0-109-176		Iceberg CMYK: 51-17-5-0 RGB: 113-166-210
	Intl Klein Blue CMYK: 100-77-1-0 RGB: 0-47-167		Light Blue CMYK: 26-1-7-0 RGB: 173-216-230		Majorelle CMYK: 71-66-0-0 RGB: 96-80-220		Maya Blue CMYK: 45-3-0-0 RGB: 115-194-251		Midnight Blue CMYK: 100-76-37-14 RGB: 0-51-102
	Navy CMYK: 100-80-35-10 RGB: 0-0-128		Non-photo Blue CMYK: 26-0-7-0 RGB: 164-221-237		Palatinate CMYK: 89-65-0-0 RGB: 39-59-226		Persian Blue CMYK: 100-75-0-0 RGB: 28-57-187		Phthalo Blue CMYK: 100-84-30-7 RGB: 0-15-137
	Powder Blue CMYK: 23-0-9-0 RGB: 176-224-230		Prussian Blue CMYK: 100-73-35-34 RGB: 0-49-83		Royal Blue CMYK: 80-52-0-0 RGB: 65-105-225		Sapphire CMYK: 97-63-0-0 RGB: 15-82-186		Sky Blue CMYK: 39-0-5-0 RGB: 135-206-235
	Steel Blue CMYK: 72-34-10-0 RGB: 70-130-180		Tiffany Blue CMYK: 36-0-20-0 RGB: 129-216-208		True Blue CMYK: 85-40-0-0 RGB: 0-115-207		Tufts Blue CMYK: 72-37-0-0 RGB: 65-125-193		UCLA Blue CMYK: 72-53-16-0 RGB: 83-104-149
	Ultramarine CMYK: 100-85-26-4 RGB: 18-10-143		Yale Blue CMYK: 99-68-9-1 RGB: 15-77-146						

Violet Family

	Amethyst CMYK: 44-61-0-0 RGB: 153-102-204		Byzantium CMYK: 65-96-31-0 RGB: 112-41-99		Eggplant CMYK: 72-81-60-0 RGB: 97-64-81		Fandango CMYK: 25-93-3-0 RGB: 181-51-137		Floral Lavender CMYK: 30-50-0-0 RGB: 181-126-220
	Han Purple CMYK: 84-75-0-0 RGB: 82-24-250		Heliotrope CMYK: 20-50-0-0 RGB: 223-115-255		Indigo CMYK: 79-77-0-0 RGB: 111-0-255		Iris CMYK: 78-69-0-0 RGB: 90-79-207		Lavender CMYK: 8-6-0-0 RGB: 230-230-250
	Lavender Blush CMYK: 0-5-0-0 RGB: 255-240-245		Lilac CMYK: 17-33-0-0 RGB: 200-162-200		Mauve CMYK: 12-26-0-0 RGB: 224-176-255		Orchid CMYK: 10-60-0-0 RGB: 218-112-214		Palatinate Purple CMYK: 70-96-34-0 RGB: 104-40-96
	Periwinkle CMYK: 17-12-0-0 RGB: 204-204-255		Plum CMYK: 46-82-6-0 RGB: 142-69-133		Purple CMYK: 57-100-6-0 RGB: 128-0-128		Red-Violet CMYK: 14-100-3-0 RGB: 199-21-133		Regalia CMYK: 83-92-1-0 RGB: 82-45-128
	Thistle CMYK: 11-19-1-0 RGB: 216-191-216		Tyrian Purple CMYK: 52-100-51-31 RGB: 102-2-60		Violet CMYK: 60-50-0-0 RGB: 143-0-255		Wisteria CMYK: 18-34-0-0 RGB: 201-160-220		

Gray Family

	Arsenic CMYK: 78-61-53-28 RGB: 59-68-75		Ash Gray CMYK: 26-12-22-0 RGB: 178-190-181		Battleship Gray CMYK: 46-35-37-4 RGB: 132-132-130		Black CMYK: 0-0-0-100 RGB: 0-0-0		Cadet Gray CMYK: 39-22-19-0 RGB: 145-163-176
	Charcoal CMYK: 82-60-50-27 RGB: 54-69-79		Cinereous CMYK: 35-41-40-5 RGB: 152-129-123		Cool Gray CMYK: 43-32-15-0 RGB: 140-146-172		Davy's Gray CMYK: 65-54-53-20 RGB: 85-85-85		Feldgrau CMYK: 68-45-60-21 RGB: 77-93-83
	Glaucous CMYK: 62-36-7-0 RGB: 96-130-182		Gray CMYK: 47-37-37-5 RGB: 128-128-128		Liver CMYK: 64-60-52-25 RGB: 83-75-79		Medium Taupe CMYK: 51-62-61-25 RGB: 103-76-71		Pale Taupe CMYK: 21-34-44-1 RGB: 188-152-126
	Payne's Gray CMYK: 76-63-53-29 RGB: 64-64-72		Platinum CMYK: 8-5-7-0 RGB: 229-228-226		Purple Taupe CMYK: 67-69-49-26 RGB: 80-64-77		Rich Black CMYK: 60-40-40-100 RGB: 0-0-0		Rose Quartz CMYK: 30-33-17-0 RGB: 170-152-169
	Silver CMYK: 20-14-16-0 RGB: 192-192-192		Slate Gray CMYK: 55-37-27-3 RGB: 112-128-144		Taupe CMYK: 63-62-72-40 RGB: 72-60-50		Taupe Gray CMYK: 42-37-32-3 RGB: 139-133-137		Timberwolf CMYK: 10-9-11-0 RGB: 219-215-210
	Xanadu CMYK: 53-30-47-5 RGB: 115-134-120								

Yearbook Sales Material Request Form

1. School Information: Please provide the following information.

Client ID (office use only): _____ School Name: _____

Address: _____

Yearbook Advisor Name: _____ Email: _____

Bookkeeper Name: _____ Email: _____

2. Please choose either flyers or envelopes. Check any conditions that apply and fill blanks as needed.

☐ Flyers (for online sales only) ☐ Digital only ☐ Printed Enrollment: _____

OR

☐ Envelopes (for online and in-person sales) ☐ No online sales ☐ No checks allowed Payable to: ☐ School ☐ Strawbridge ☐ Other _____ Enrollment: _____

Things to consider when setting your sale price:

1. Contracted price
2. Shipping Price (typically \$1 per book)
3. Sales Tax

If your school is tax exempt, your exemption certificate must be turned in with this form. Otherwise, you will still be billed for sales tax on the invoice. Sales tax is charged on student book price according to state and local tax rates. The lower your sales price to parents, the more copies you will sell. Consider this when looking at desired fundraiser profit.

Book Price Example - If your yearbook contracted price is \$17 and local sales tax rate is 7%, the suggested retail price to students would be \$20.

$$\$20 \times \$0.07 = \$1.40$$

$$\$17 + \$1 + \$1.40 = \$19.40$$

$$\$20 - \$19.40 = \$0.60$$

This is the sales tax.

This is the total cost to school per book. (Price, Shipping and Tax)

This is the school profit per book.

Things to consider when setting your deadline:

Your deadline should align with your final submission date. Final submission is due a minimum of 6 weeks prior to your requested delivery date.

3. Pricing and Deadlines: Please check the appropriate boxes, inserting prices and dates in the provided blanks as needed.

Early Price: \$ _____ Early Deadline: _____

Final Price: \$ _____ Final Deadline: _____

Final Deadline for Online Ordering (March 15th if all other deadlines are blank): _____

*Tiered pricing is not required, but is recommended. Having a lower early price can help to increase overall sales.
*Final deadline should fall before book submission date.

PERSONALIZATION WILL ONLY BE AVAILABLE ONLINE.

Picture and Name (\$8.00 wholesale): No ☐ Yes ☐ Price: \$ _____

Name Only (\$5.00 wholesale): No ☐ Yes ☐ Price: \$ _____

Personalization Cutoff Date (March 15th if all other deadlines are blank): _____

Special Instructions (If Any): _____

4. Order Tracking and Reprints

The school is responsible for tracking all orders.

An order tracker may be downloaded by visiting this link rb.gy/Lh608

We provide one set of sales material at no additional cost to the school as a service.

The cost of reprints due to incorrect info above will be a \$50 charge to the school.

Advisor Name: _____

Date: _____

Bookkeeper Name: _____

Date: _____



FINAL SUBMISSION FORM

The information you provide on this form constitutes the final changes to your order specifications and will serve as the approval to print your yearbook.

Last Steps... (Check off as you complete each step)

- ☐ Make final revisions in the software then click Finalize & Submit. *Please do not submit this form prior to completing this step.*
 - **See page 2 of this form for a complete Correction Guide.**
 - *Strawbridge Studios is not responsible for errors found after printing.*
- ☐ If you have cover changes that need to be made, contact your Yearbook Representative or Yearbook Support **prior** to submitting this form.
 - *If you have previously approved your cover, then made changes in the yearbook software, your changes will not be applied unless you notify ybsupport@strawbridge.net.*
- ☐ Check online orders and include them in the Final Book Quantity below.
 - *If your online sale is still active, please plan accordingly.*
- ☐ If you are offering personalization, we will pull the data from online sales for you. If any additional personalizations are needed, you must submit them along with this form.
 - *No personalized orders will be accepted after the return of the Final Submission Form.*

DO NOT SUBMIT UNTIL THE BOOK IS READY TO PRINT.

Final Book Quantity _____ (Include Online Orders)

- *Strawbridge Studios is unable to buy back unsold books. Please contact your Yearbook Representative if you are unable to purchase your contracted amount.*
 - *Please indicate quantities for each binding type (if applicable).*

What is the last day of school? _____

Where should the books be shipped? School ☐ Other ☐

School/Business Name: _____

Attn: _____

Street (No P.O. Box): _____

City, St Zip: _____

Submit Form

- *Send a digital copy of this form to your Yearbook Representative **and** ybsupport@strawbridge.net.*

By signing this sheet, I acknowledge that the number of copies and pages are accurate and agree to honor any price changes.

Yearbook Advisor
Signature

Principal / Assistant Principal / Secretary
Signature

Printed Name

Printed Name

HAVE QUESTIONS OR NEED HELP? Please email ybsupport@strawbridge.net or call 800-889-6092.

Proof Correction Guide

Using the steps below in the proofing and correcting stage will provide the lab with a print ready final product, reducing the risk of errors and delayed distribution.

1. PROOF THOROUGHLY

Start on the first page and methodically work through the book one page at a time. Go through the book multiple times, concentrating on one of the following each time.

A. Spelling, capitalization, and punctuation.

B. Class Pages

- All classes and students have been placed.
- Students are in the correct classes.
- Student names are correct.
- There are no duplicate student portraits.
- Teacher names are spelled the same in the page header text as well as the portrait text.

C. Candid Pages

- Images are high quality resolution.
- Images are oriented, placed, and cropped as intended.
- Images in collages extend off the edge of the page. (If no blank edge is desired, images should extend past the designated bleed area.)

D. Review Consistency

- Headers and captions are consistent in placement, alignment, font, font size and color.
- Image borders are used consistently on collage pages.
- Student pictures are consistent in size.
- Portrait panels are placed at consistent horizontal and vertical locations.

2. PROOF THE PROOFER

Use more than one person to go over the proof. Have teachers verify that all student portraits are displayed.

3. MAKE CORRECTIONS IN THE SOFTWARE

Simply log in to Captura Yearbooks and click *Go To Book*.

4. DOWNLOAD A DIGITAL PDF FOR ONE LAST REVIEW

Click *Preview* in Captura Yearbooks, then select *Preview PDF*.

HAVE QUESTIONS OR NEED HELP?

Please email ybsupport@strawbridge.net
or call 800-889-6092.



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