

**Jostens, Incorporated, Contract J-52-17smc**  
**Yearbook Services: Elementary, Middle and High Schools**  
**Contract Cover Sheet**

<b>Contractor</b>	<b>Jostens, Incorporated</b> 3601 Minnesota Drive, Suite 400, Minneapolis, MN 55435 See Below for Rep. Contact Information
<b>Contact Information</b>	<b><u>Contacts</u></b>  Mr. Jeff Carns, Sales Representative 15215 Prairie Court Culpeper, VA 22701 Jeff: 703-402-3313 <a href="mailto:jeffrey.carns@jostens.com">jeffrey.carns@jostens.com</a>  Alternate e-mail address: <a href="mailto:carnsj@jostens.com">carnsj@jostens.com</a>  Additional contact: Kelly Carns: 540-270-2520
<b>Pricing, options and incentives/scholarships:</b>	See attached contract
<b>Contract Term:</b>	May 17, 2017 – May 17, 2020, with three (3) one-year renewal options
<b>Principal's Choice:</b>	Although initial contract term is for a three-year period, school choice occurs during the spring or summer of each year for the following school year, based on school schedule/preference. Select from the awarded Contractors for the appropriate school level; negotiate yearbook agreement based on contract option pricing and incentives. Principals may sign annual agreement confirming their yearbook selection which <b>MUST</b> contain the following statement: <b><i>"This Agreement is signed in accordance with the terms and conditions of Contract J-57-12smc, which will supersede over any conflicting terms contained herein."</i></b> All awarded Contractors have been advised that this reference is required, where terms may conflict.
<b>Additional Proposal Details:</b>	A PDF copy of the Jostens proposal response, along with a copy of the original RFP and Addendum # 1, is available from the Procurement Division upon e-mail request to <a href="mailto:susan.monaco@faulquiercounty.gov">susan.monaco@faulquiercounty.gov</a>
<b>School/Principal Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Meet with Contractor to discuss and verify scheduling for all yearbook related activities, set deadlines and expectations, schedule camp attendance, sign the coming school year's agreement based on all of the details and requirements discussed.</li> <li>• Ensure that any Agreement signed, has the bold italicized disclaimer noted above on the document.</li> <li>• Contact Procurement with any additions made to the contract, to add via official contract modification so that all schools are aware of new options</li> <li>• Contact Procurement in writing to report any serious violations or breach of contract, or if any contract interpretation/clarification is needed</li> <li>• <b>NOTE: Schools are no longer required to report their selection of Yearbook Contractor to Procurement each year. Enjoy the use of these new contracts, based on the hard work of your evaluation committee!</b></li> </ul>

**FAUQUIER COUNTY SCHOOL BOARD,**  
**a political subdivision of the Commonwealth of Virginia**  
Contract J-52-17smc,  
Yearbook Services: Elementary, Middle & High Schools

This Agreement is made and entered into this 24<sup>th</sup> day of May, 2017, by the Fauquier County School Board, a political subdivision of the Commonwealth of Virginia (hereinafter referred to as "Owner") and, **Jostens, Inc.**, located at **3601 Minnesota Drive, Suite 400, Minneapolis, MN**, hereinafter referred to as "Contractor".

**WITNESSETH** that the Contractor and the Owner, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

**SCOPE OF SERVICES:** The Contractor shall provide Yearbook Services for Elementary, Middle and High Schools as set forth in the Contract Documents.

**COMPENSATION:** The Owner will pay and the Contractor will accept in full consideration for the performance during the contract term the fees and pricing as outlined in their proposal response and updated/attached hereto.

**CONTRACT PERIOD:** May 17, 2017 through May 17, 2020, with three (3) additional one-year renewal terms as mutually agreed upon by both parties; Contractor understands and agrees to the Owner school's right to select their Yearbook Services Contractor each school year.

The contract documents shall consist of and are listed in order of priority:

- (1) This signed form inclusive of all attachments;
- (2) RFP 52-17sm dated February 23, 2017 and Addendum # 1 dated March 13, 2017;
- (3) The Contractor's proposal dated March 23, 2017, all of which documents are incorporated herein.

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Jostens, Inc.

By: 

Title: PUBLISHING REPRESENTATIVE

Date: 6/6/17

Fauquier County School Board,  
a political subdivision of the Commonwealth of  
Virginia

By:   
Susan R. Monaco, CPPO, CPPB

Title: Procurement Manager

Date: 6/22/2017

**Contract J-52-17smc, Jostens, Inc.**  
**Elementary, Middle and High School Yearbook Services**

**ES, 1. Basic Elementary School Yearbook – Choice 1**  
**Sample Specifications**

Ink	Full Color
Trim Size	8 ½" x 11"
Paper Stock	80# gloss
No. of Pages	40
Binding	Soft Cover Saddle-stitched
Cover	School Design
Delivery	By late May
Paper Inside	80# gloss
Proofs	Submitted electronically
Other	Unlimited use of graphics provided in vendor's clip art gallery; all photos enlarged/reduced (full process color)

**Proposed Base Cost: Include total cost only.**

Quantity	Cost
300	\$3275 - \$200 tech credit + \$120 ship est = \$3195
400	\$4266 - \$200 tech credit + \$150 ship est = \$4216

This quote includes

- Balanced budget guarantee (p. 3)
- 3 free yearbooks (p. 25)
- Book and Accessory Packaging (p. 25)
- Custom Cover (p. 27)
- 2% deposit interest (p. 28)
- Online ordering (p. 29)
- Ad Service (p. 30)
- ReplayIt website (p. 34)
- \$200 technology credit per year (p. 7)
- Shipping estimate

**ES, 2. Basic Elementary School Yearbook – Choice 2**  
**Sample Specifications**

Ink	Full Color
Trim Size	See deviation on page 42. <del>8" x 10"</del> 8 1/2 x 11
Paper Stock	80# gloss
No. of Pages	48
Binding	Soft Cover Saddle-stitched
Cover	Vendor Design
Delivery	By late May
Paper Inside	80# gloss
Proofs	Submitted electronically
Other	Unlimited use of graphics provided in vendor's clip art gallery; all photos enlarged/reduced (full process color)

**Proposed Base Cost: Include total cost only.**

Quantity	Cost
300	\$3870 - \$200 tech credit + \$180 ship est = \$3850
400	\$5060 - \$200 tech credit + \$210 ship est = \$5070

This quote includes

- Balanced budget guarantee (p. 3)
- 3 free yearbooks (p. 25)
- Book and Accessory Packaging (p. 25)
- Custom Cover (p. 27)
- 2% deposit interest (p. 28)
- Online ordering (p. 29)
- Ad Service (p. 30)
- ReplayIt website (p. 34)
- \$200 technology credit per year (p. 7)
- Shipping estimate

**Contract J-52-17smc, Jostens, Inc.**  
**Elementary, Middle and High School Yearbook Services**

**MS, 1. Basic Middle School Yearbook – Choice 1**  
**Sample Specifications**

<b>Ink</b>	<b>All Color</b>
<b>Trim Size</b>	<b>8 1/2" x 11"</b>
<b>Paper Stock</b>	<b>80# Gloss</b>
<b>No. of Pages</b>	<b>72</b>
<b>Binding</b>	<b>Smyth Sewn, rounded and backed</b>
<b>Cover</b> See deviation on page 42.	<b>School Design, 100 pt. binder board, die cut, grained/embossed</b>
<b>Delivery</b>	<b>By mid-to-late May</b>
<b>Paper Inside</b>	<b>80# matte or enamel</b>
<b>Proofs</b>	<b>Submitted electronically</b>
<b>Other</b>	<b>Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included</b>

**Proposed Base Cost: Include total cost only.**

<b>Quantity</b>	<b>Cost</b>
<b>350</b>	<b>\$6972 - \$200 tech credit + \$300 ship est = \$7072</b>
<b>450</b>	<b>\$8707 - \$200 tech credit + \$400 ship est = \$8907</b>
<b>500</b>	<b>\$9590 - \$200 tech credit + \$550 ship est = \$9940</b>

This quote also includes

- Balanced budget guarantee (p. 3)
- 3 Workshop scholarships (p. 23)
- Free spring supplement (p. 24)
- 5 free yearbooks (p. 25)
- Book/Accessory Pkg (p. 25)
- Custom Cover (p. 27)
- 2% deposit interest (p. 28)
- Online ordering (p. 29)
- Ad Service (p. 30)
- ReplayIt website (p. 34)
- \$200-\$400 technology credit per year (p. 7)
- Shipping estimate

**MS, 2. Basic Middle School Yearbook – Choice 2**  
**Sample Specifications**

<b>Ink</b>	<b>All Color</b>
<b>Trim Size</b> See deviation on page 42.	<del>8" x 10"</del> <b>8 1/2 x 11</b>
<b>Paper Stock</b>	<b>80# Gloss</b>
<b>No. of Pages</b>	<b>72</b>
<b>Binding</b>	<b>Smyth Sewn, rounded and backed</b>
<b>Cover</b> See deviation on page 42.	<b>School Design, 100 pt. binder board, die cut, grained/embossed</b>
<b>Delivery</b>	<b>By mid-to-late May</b>
<b>Paper Inside</b>	<b>80# matte or enamel</b>
<b>Proofs</b>	<b>Submitted electronically</b>
<b>Other</b>	<b>Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included</b>

**Proposed Base Cost: Include total cost only.**

<b>Quantity</b>	<b>Cost</b>
<b>350</b>	<b>\$6972 - \$200 tech credit + \$300 ship est = \$7072</b>
<b>450</b>	<b>\$8707 - \$200 tech credit + \$400 ship est = \$8907</b>
<b>500</b>	<b>\$9590 - \$200 tech credit + \$550 ship est = \$9940</b>

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- Shipping estimate

**Contract J-52-17smc, Jostens, Inc.**  
**Elementary, Middle and High School Yearbook Services**

**HS, 1. Basic High School Yearbook – Choice 1**  
**Sample Specifications**

Ink	All Color
Trim Size	9" x 12"
Paper Stock	80# Gloss
No. of Pages	240
Binding	Smyth Sewn, rounded and backed
Cover	School Design, 150 pt. binder board, die cut, grained/embossed
Delivery	By early May
Paper Inside	80# matte or enamel
Proofs	Submitted electronically
Other	Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included

**Proposed Base Cost: Include total cost only.**

Quantity	Cost
550	\$45,092 - \$800 tech credit + \$700 ship est = \$44,992
600	\$47,906 - \$800 tech credit + \$900 ship est = \$48,006
700	\$53,254 - \$1000 tech credit + \$1500 ship est = \$53,754

This quote also includes

- Balanced budget guarantee (p.3)
- Technology credit (p.7)
- 2 sets curriculum (p.20-21)
- Look Book (p.21)
- Award-Winning Bundle (p.21)
- Cover artist session (p. 22)
- 5 Workshop scholarships (p.23)
- Free spring supplement (p.24)
- 5 free yearbooks (p.25)
- Book/Accessory Pkg (p.25)
- Custom Cover (p.27)
- 2% deposit interest (p.28)
- Online ordering (p.29)
- Ad Service (p.30)
- ReplayIt website (p.34)
- \$800-\$1000 technology credit per year (p. 7)
- Shipping estimate

**HS, 2. Basic High School Yearbook – Choice 2**  
**Sample Specifications**

Ink	All Color
Trim Size	9" x 12"
Paper Stock	80# Gloss
No. of Pages	340
Binding	Smyth Sewn, rounded and backed
Cover	School Design, 150 pt. binder board, die cut, grained/embossed
Delivery	By early May
Paper Inside	80# matte or enamel
Proofs	Submitted electronically
Other	Unlimited use of graphics; multiple screens; all photos enlarged/reduced (color); index (10 pages); shipping included

**Proposed Base Cost: Include total cost only.**

Quantity	Cost
550	\$58,703 - \$1000 tech credit + \$1345 ship est = \$59,048
600	\$62,322 - \$1000 tech credit + \$1500 ship est = \$62,822
700	\$69,482 - \$1000 tech credit + \$1711 ship est = \$70,193

This quote also includes

- Balanced budget guarantee (p.3)
- Technology credit (p.7)
- 2 sets curriculum (p.20-21)
- Look Book (p.21)
- Award-Winning Bundle (p.21)
- Cover artist session (p. 22)
- 5 Workshop scholarships (p.23)
- Free spring supplement (p.24)
- 5 free yearbooks (p.25)
- Book/Accessory Pkg (p.25)
- Custom Cover (p.27)
- 2% deposit interest (p.28)
- Online ordering (p.29)
- Ad Service (p.30)
- ReplayIt website (p.34)
- \$1000 technology credit per year (p. 7)
- Shipping estimate

**Contract J-52-17smc, Jostens, Inc.**  
**Elementary, Middle and High School Yearbook Services**

Jostens will assist staffs with their technology needs.

- Fauquier schools that have a contract volume of \$50,000 can expect to receive \$1000 per year.
- Fauquier schools that have a contract volume of \$38,000 can expect to receive \$800 per year.
- Fauquier schools that have a contract volume of \$25,000 can expect to receive \$600 per year.
- Fauquier schools that have a contract volume of \$10,000 can expect to receive \$400 per year.
- Fauquier schools that have a contract volume of \$3000 can expect to receive \$200 per year.

## Technology Fees

There is no extra charge for schools to make their own corrections before or during the proofing stage.

### Page Designer (all schools)

Plant assisted digital image correction	\$55 per hour
Unsubmit pages from production (before plating/printing)	\$35 per page
Customer requests plant's assistance to make extensive corrections to page	\$57 per hour

### Monarch / Adobe InDesign (all schools)

Minor YearTech corrections made by plant	\$8.35 per page
Change page number on/before proofs	\$15.10 per page
Change page number after proofs	\$45 per page
Complete page revision	\$57 per page
Customer requested re-proof	\$6.80 per page



### VHSL/Jostens Fall Regional Workshop

Typically held the first week of October in Richmond, Roanoke and Fredericksburg As a Platinum Sponsor of the VHSL, the Virginia Jostens representatives, in cooperation with the Virginia High School League (VHSL), hold fall workshops in the local area. Instructors are experts in journalism from across the country. The break out sessions have included such topics as trends in layout, copywriting and photography. These are not limited to yearbook staffs. They are journalism workshops and are very helpful to newspaper and literary magazine staffs.



### Jostens Adviser University

July 16 - 19, 2017 Westin Kierland, Scottsdale, Arizona

Jostens Adviser University is a high-energy professional development opportunity designed for educators who serve as advisers to yearbooks, newspapers and magazines. This teachers-only conference is designed to help you focus on adviser strategy and methodology. This is your time to grow and network with fellow high school, middle school, junior high, and K-12 educators!

Jostens will provide **5 free yearbooks** to high and middle schools and **3 free yearbooks** to elementary schools.

Overage (or overrun) yearbooks may be available for some schools. If these books are shipped to the school, the cost (approximately 50% of the original unit cost) will be itemized on the invoice with instructions. If these books cannot be sold, the school must notify the plant and then remove the fee from the invoice. The Jostens representative will pick up the overage/credited books.

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**Virginia Summer Yearbook Workshop**

June 27-29, 2017 University of Richmond, Richmond, Virginia  
[www.virginiayearbookworkshop.com](http://www.virginiayearbookworkshop.com)

This is the perfect opportunity for your staff to come together, set goals and walk away with a jump-start for your yearbook. You don't have to be a Jostens customer to attend and any level of school may attend.

- We have recruited the most innovative, award-winning professionals from across the country. They are JEA Master Journalism Educators, and most have won Crowns and Pacemakers.
- Staff members will learn how themes are developed, the elements of design, typography, color use, technology tips and tricks, photography, writing and deadline planning.
- Meet with a professional artist to design your cover.
- Win great stuff for your staff, such as a scholarship, color endsheets, and cover applications.
- Students will enjoy fun games, and advisers will have an opportunity to socialize with and learn from other advisers.
- Leave the workshop with a completed portfolio that outlines the theme and interior pages for the next year.
- Earn Continuing Education Units for your teaching certificate renewal. Our attendees have earned up to 23 points for attending our workshop. The amount varies and is determined by your school system.
- Register online and read and print additional information.
- Typically 250 people from 60 schools attend.

There is no additional charge for working with a cover artist. If the staff is unable to attend the Richmond workshop, we will schedule a free virtual professional artist session to design these items with the staff. These sessions utilize our online meeting software so that the staff and artist can see and hear one another while the cover is being discussed and designed. We are also willing to provide a customized workshop for your staff at your school.

\$295 commuter tuition (includes 2 lunches)

\$345 double occupancy dorm tuition (includes 6 meals)

\$405 single occupancy dorm tuition (adult or student, includes 6 meals)

Registration and payment must be received by June 13, 2017.

Specialty classes are offered at no additional charge. It is very common for other workshops to charge extra for these.

The New Adviser Session is a two hour course during our registration/arrival time before the official workshop begins. If you are a new adviser, you will want to make plans to attend and indicate your attendance on your registration form. If it has arrived, bring your 2018 yearbook kit with you; we will have a sample on hand if yours has not arrived.

Ready to make BIG changes to your yearbook? The Intense Yearbook Track is geared toward schools that are positioned for and/or aspire to produce the highest levels of journalistically-focused yearbooks at a competitive level and have an advanced understanding of trendy design, captions and writing. We don't want to lose you along the way in this course, so make sure your staff has mastered the fundamentals first. Seasoned staffs with a competitive edge will get the most out of this intense yearbook planning. Following the guidelines and trends set by the two national press associations, this track will be led by nationally recognized yearbook authorities whose publication programs have been critically acclaimed. Please make sure the following applies to you and register soon!

- You and/or your editorial staff have been in the yearbook biz for at least three years.
- You and your staff have a thorough understanding of scholastic journalism including design, writing and photography.
- You have used or are ready to use modular design, story packaging and blended coverage in your yearbook.
- You and your staff are dedicated to full coverage of your student body and community.
- You and your staff are committed and willing to invest a great deal of time and energy into additional work and detail.

Check the Jostens website for additional workshop opportunities: [http://www.jostens.com/yearbooks/ybk\\_cp\\_workshop.html](http://www.jostens.com/yearbooks/ybk_cp_workshop.html). Each high school customer will receive 5 free scholarships to this workshop, and each middle school customer will receive 3 scholarships.



**Contract J-52-17smc, Jostens, Inc.**  
**Elementary, Middle and High School Yearbook Services**

**Various Yearbook Fees**

In order to provide an appropriate price for each size school, Jostens has a number of pricing programs for full, partial, and no color books of various sizes. The cost for certain items, such as adding 4 pages, varies across the programs. Additional pages can be added in groups of 4. The price is determined by base book cost.

copy	included	
color	\$1100 per multiple	Print a black and white book with a few color multiples; the color will cost per multiple (8 pages).
proofs (1st set)	included	YTO schools print their own; YearTech schools receive them by mail or online.
photographs / graphics	included	
paper stock	included	80# paper is included and other weights, textures, and colors are optional.*
type styles and sizes	included	

\*PAPER STOCK - 110# paper is not made in the United States; this is generally European made paper, and the quality does not compare to our standard 100# premium gloss stock made by Sappi McCoy. Jostens' 100# paper is thicker than what some publishers use and refer to as 100 or 110# paper. For reference, Jostens' *Look Book* is always made with 100# paper.

**Endsheet Pricing**

The endsheet options below are available for most of our pricing programs. See deadlines in section 3.1.7 to avoid late charges. There are also a variety of custom application choices (foil, UV, die cuts, etc.) as well. Soft cover yearbooks do not have endsheets.

Transicolor paper	included	This colored paper is included in most programs; however, some programs only include white.
Gloss finish	\$0.38 per copy	available only on school-designed process color endsheets
Contempore paper	\$0.48 per copy	This is a heavier weight paper.
Studio endsheets	\$0.33-\$0.80 per copy	Choose from 8 designs.
Custom process color	\$500, \$1019	The first price is for same front and back (SFB) endsheet, and the second is for different front and back (DFB) endsheet
Custom Tempo	\$300-\$542	Cost per ink is determined by trim size, SFB vs. DFB, and number of inks used.



**Contract J-52-17smc, Jostens, Inc.**  
**Elementary, Middle and High School Yearbook Services**

**Cover Pricing**

These cover options are available for most of our pricing programs and trim sizes. See deadlines in section 3.1.7 to avoid late charges. There are also a variety of application choices for each cover, and the cost is often determined by the cover selected.

Studio process color	included	Includes choice of 12 pre-designed color covers, one silkscreen color on front, backbone silkscreen on books with 97 or more pages, gloss lamination, 150 pt binder's board (trim size 9)
Custom process color	included	gloss lamination, 150 pt binder's board (trim size 9); your design can include spine copy
Custom process color embossed (40+ pages)	\$0.81-\$3.29 per copy plus cost of dies	The cost varies depending on whether you are embossing the front or back lid or spine and whether there is embossing to register.
Studio material embossed (40+ pages)	included	Includes choice of 10 Studio dies, material, one silkscreen on front lid or backbone, 120 pt binder's board.
Custom material embossed (40+ pages)	cost of custom dies	Includes one sampled grain, choice of available designs, standard lettering on front title/date, backbone using existing dies, 150 pt binder's board. Choice of: one silkscreen on front lid title/date/design, one standard unit of foil (die extra), color on backbone (if none on front), non-metallic overtone rub
Studio material screened	\$0-\$3.25	Includes choice of 8 designs, one silkscreen on standard art and title, backbone silkscreen on books with 97 or more pages, material.
Custom material screened	included	Includes material, 120 pt binder's board (8), 150 pt binder's board (trim size 9). Choice of: one silkscreen on front lid, one standard unit of foil (die extra) on front/spine or back/spine
Cover artist session (hand drawn design)	included	For anyone who goes to our 3-day workshop, you will meet with an artist to design your cover. For high schools that cannot attend the workshop, we will provide a virtual artist session to design the cover.
Cover art fee for custom designs	\$50 per hour	Many custom designs only take 1-2 hours for an artist to digitally create. Sometimes, schools request changes after seeing a proof, which can result in more art time. Avoid cover art fees by submitting completed designs to scale or use our templates.

**Options Pricing**

Prices listed are per copy. School choose some options for everyone, but most options are chosen by students and parents online. Schools may adjust the prices to "Standard Plus pricing" in order to make a small profit on the options offered for sale online.

Extended Edition	varies	spring content can be sewn or taped into the yearbook to provide expanded spring coverage; available in B/W or color in multiples of 4 pages
autograph sections	\$0.65-\$1.30	8-page autograph section in B/W or color in all 3 trim sizes
Flashbox / World Beat	\$1.29, \$2.16	Flashbox (for younger students) is 8-pages, and World Beat (for older students) is 16 pages of full-color news, photos, captions, toys, and trends of the year.
Photo Pockets	\$1.30	sheet of 6 adhesive-backed photo pockets that provide students with a way to add photos and mementos to their books.
Clear protective cover	\$1.30	Protect the yearbook with an 8 1/2x11 or 9x12 cover.
Signature Pens	\$6.29	
Traditional Personalization	\$4	1 line of custom text - school will choose 1 color of foil for all personalization
Signature Package with Traditional Personalization	\$9	Includes 1 line of Personalization, Color Autograph Section, Signature Pens
Enhanced Personalization	\$5	Includes 1 line of Personalization, Monogram, Crest
Signature Package	\$10	Includes 1 line of custom text or Monogram or Crest, Color Autograph Section, Signature Pens
Icon, per icon (4 max)	\$2	Must purchase 1 line personalization with an icon
Ad Service	Included	We provide full color brochures (one for every student) and parents and businesses may go online or send ads to Jostens to create. Ad payments are also collected online.

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If schools are using Jostens' Consumer Marketing program, the money collected (including your commission for Standard Plus Pricing options - see page 29) will count towards the deposit.

Jostens' Yearbook Consumer Marketing provides schools with the resources and support to execute a comprehensive yearbook marketing campaign. The program is customizable by marketing channel (email or direct mail), message (personalization or tiered pricing) and campaign timing. National email campaigns are also available to provide even more air cover.

<b>Consumer Marketing Programs</b>	<b>Hybrid 2</b>	<b>Hybrid 3</b>	<b>Direct Mail</b>	<b>Email</b>	<b>No List</b>
Back to School	Yearbook Flyer or Order/Envelope 4 emails	Yearbook Flyer or Order/Envelope 4 emails	Yearbook Flyer or Order/Envelope 4 emails	Yearbook flyer 4 emails	Yearbook Flyer 4 email templates
Campaign #1	4 emails	Direct mail order/ envelope 4 emails	Direct mail order/ envelope 4 email templates	4 emails	4 email templates
Campaign #2	Direct mail order/ envelope 4 emails	Direct mail order/ envelope 4 emails	Direct mail order/ envelope 4 email templates	4 emails	4 email templates
Campaign #3	Direct mail over- size postcard 4 emails	Direct mail over- size postcard 4 emails	Direct mail over- size postcard 4 email templates	4 emails	4 email templates
Campaign #4	4 emails	4 emails	4 email templates	4 emails	4 email templates
Phoned-In Orders	Yes	Yes	Yes	Yes	No
Mailed-In Orders	Yes	Yes	Yes	No	No
List Acquisition and Upload	Yes	Yes	Yes	Yes	No
Yearbook Flyer or Order Form with Envelope	Yes	Yes	Yes	Yearbook Flyer	Yearbook Flyer
Cost	\$1.30 / Student	\$1.80 / Student	\$1.80 / Student	\$0	\$0

**Student Options for Customizing Yearbooks:**

<b>Option</b>	<b>Standard Price</b>	<b>Standard Plus Pricing</b>	<b>Description</b>
B/W autograph section	\$0.65	\$1.10	8-page autograph section
Photo Pockets	\$1.30	\$2.65	sheet of 6 adhesive-backed photo pockets that provide students with a way to add photos and mementos to their books.
Clear protective cover	\$1.30	\$2.65	Protect the yearbook with an 8 1/2x11 or 9x12 cover.
Signature Pens	\$6.29	\$8.39	for autographing books
Traditional Personalization	\$4	\$5	1 line of custom text - school will choose 1 color of foil for all personalization
Icon, per icon (4 max)	\$2	\$3	Must purchase 1 line personalization with an icon
Signature Package with Traditional Personalization	\$9	\$13	Includes 1 line of Personalization, Color Autograph Section, Signature Pens
Enhanced Personalization	\$5	\$6	Includes 1 line of Personalization, Monogram, Crest
Signature Package with Enhanced Personalization	\$10	\$14	Includes 1 line of custom text or Monogram or Crest, Color Autograph Section, Signature Pens