

YBK

innovations

CREATING YOUR COVER AND MORE





WE'VE GOT YOU COVERED.

CUSTOM *p. 2–31*

Take your cover to the next level.

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BASICS *p. 32–36*

Learn about the two main types of covers, what goes on the spine and lid, as well as personalization options.

CUSTOM COVERS

WHERE TO BEGIN

The first step in developing a knock-out cover is your rep. With your theme idea and design inspiration in hand, make sure to check your budget before you set your heart on a specific cover upgrade. The next step is to take a look at these inspirational cover designs and choose the combinations that appeal to you.

1.

COVER ADD-ONS

From laser cuts to debossing to using materials like Mylar or plexiglass, this is the most popular category for getting impressive results.

2.

SPLIT-RUNS

A crowd favorite, especially when it fits the theme, you can print more than one version of your cover or endsheets.

3.

FOILS

Foil has been around for a long time, but creative applications mean it never gets old. Especially in small doses, foil is very in vogue.

4.

COATINGS AND APPLICATIONS

Our listing of coatings, like Gloss UV and glitter UV, has never been longer. Mix two for more pop. Did you know we have photo-sensitive and glow-in-the-dark, too?

5.

INSIDE THE BOOK

There's plenty of room for "wow" inside your book, too. Schools love Mylar endsheets, vellum tip-ins and spot Gloss UV on pages. Bling never gets old when you're celebrating.

6.

FINISHING TOUCHES

These little extras can make a stand-out cover that much better. Ever try gilded edges? How about a ribbon bookmark? So much fun!



COOPER CITY HS
Roundup | COOPER CITY, FL

Matte Black cover with Bright Red and White inks, laser-cut, graining around all design elements, debossing on front, back and spine.

TEXAS HS
Tiger | TEXARKANA, TX

Matte laminated, full-color litho cover with custom embossing, Gloss and Raised UV accents.

EWA MAKAI MS
Ho'oilina | EWA BEACH, HI

Matte laminated, full-color litho cover with custom chenille paw print.





LASER-CUT

Laser-cutting allows shapes to be cut out of a cover with more precision and detail than using a standard die. In most cases, the laser cuts through the cover after the endsheet is adhered to it. The printing on the facing endsheet is visible through the laser-cut, so careful planning is required to coordinate the cover and the endsheet design. Make sure to allow extra time for production of laser-cut covers. This staff gave students three different endsheets to choose from, each providing a different color combo and supporting the book's overall color palette.

CORNING-PAINTED POST HS *Tesseræ* | CORNING, NY

Matte laminated, full-color litho, laser-cut cover with Raised UV on front, back and spine. Three different endsheet designs.



SPRINGFIELD HS
Scrivener | SPRINGFIELD, PA

Suede laminated, full-color litho, laser-cut cover with Gloss UV on front lid.



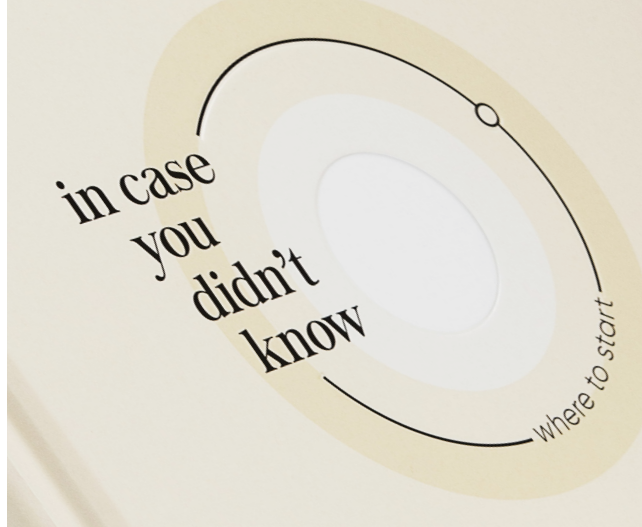
LINGANORE HS
Talisman | FREDERICK, MD

Matte laminated, full-color litho, laser-cut cover with Gloss UV on front lid.



ALICE B. LANDRUM HS
The Pride | PONTE VEDRA BEACH, FL

Dark blue laser-cut cover with Pale Gold ink on front lid and spine.



MEAD HS
Pantera | SPOKANE, WA

Matte laminated, full-color litho with custom debossing on the front lid and embossing on the spine.

DEBOSSING

Debossing can enhance a cover design that has already been defined with silkscreen, lithographic ink, metallay or foil. Blind debossing is not decorated, leaving only the recessed areas of the design.

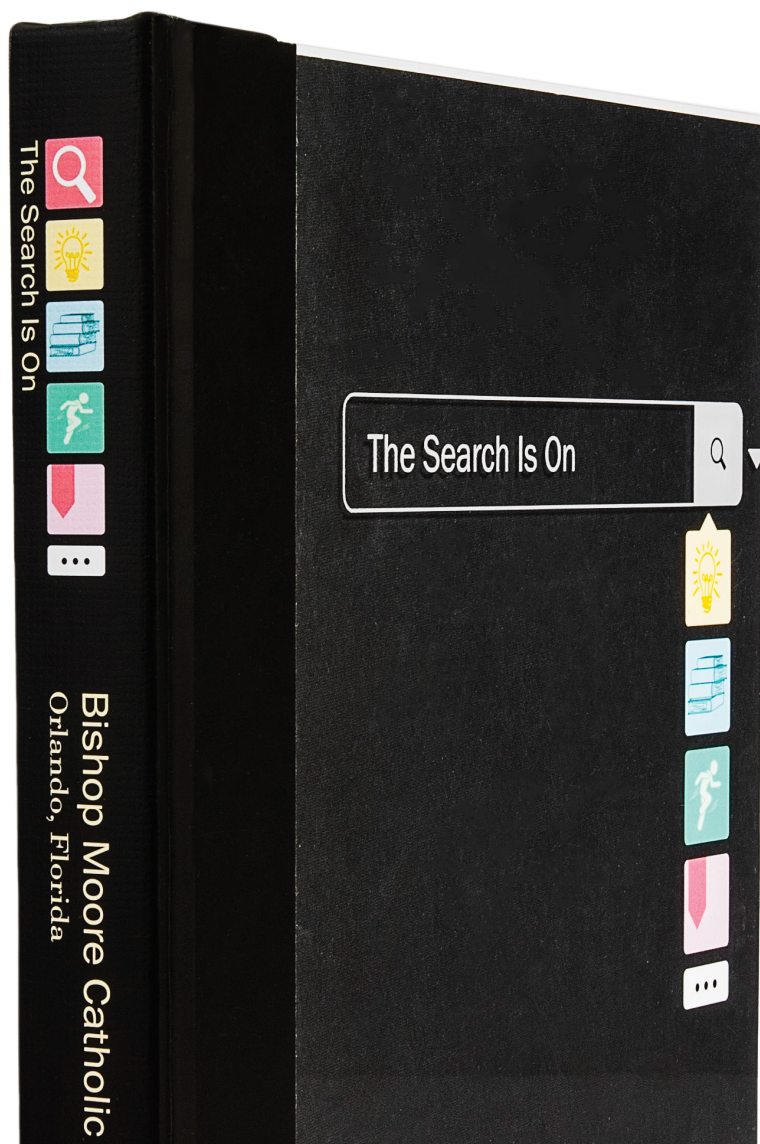


NORTHWEST MISSOURI STATE UNIVERSITY
Tower | MARYVILLE, MO

Special-order linen cover material with blind embossing on front lid and Black ink on spine.

EMBOSSING

Embossing dies are used to elevate design elements on a cover. These areas can be blind embossed — leaving only the raised elements — or decorated with silkscreen, metallay or foil. Embossing can be used on litho covers to enhance the printed design. Be aware that small or fine details may not reproduce well when embossing.



PLEXIGLASS

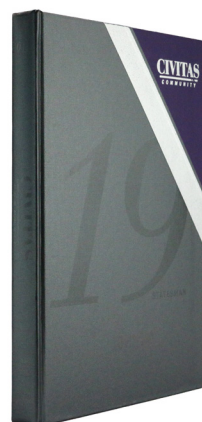
Plexiglass provides an interesting option for the front panel of a quarterbound cover. The transparency of the plexiglass allows staffs to utilize the front endsheet — or even the title page — as part of the design. Plexi can be clear, frosted or color.

BISHOP MOORE CATHOLIC HS *Moore Memories* | ORLANDO, FL

An etched plexiglass front lid is quarterbound with a matte laminated full-color litho cover. The cover also includes Gloss UV, graining and embossing on the back lid.

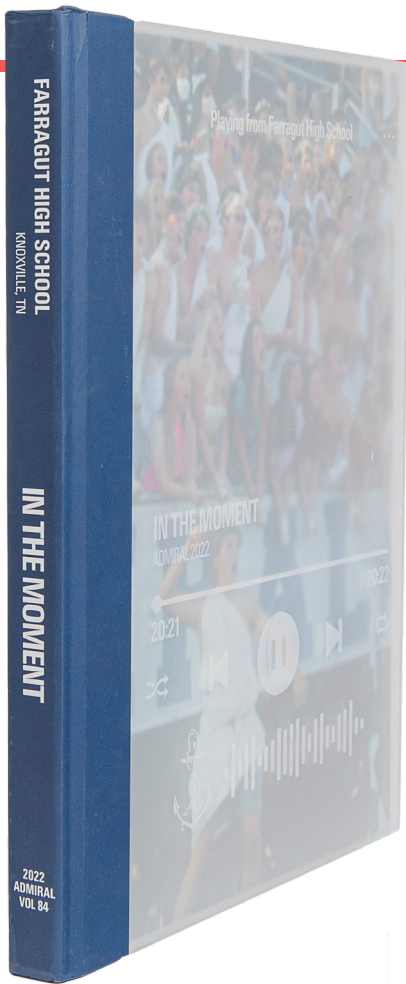
QUARTERBOUND COVERS

Quarterbinding is the division of the front cover into two sections, each with a different base material. This binding process allows for a variety of combinations. A traditional quarterbound cover is made up of two contrasting base materials. Other options include combining a traditional base material with clear plexiglass or another rigid material, like metal or wood. Note: All plexiglass covers will be quarterbound.



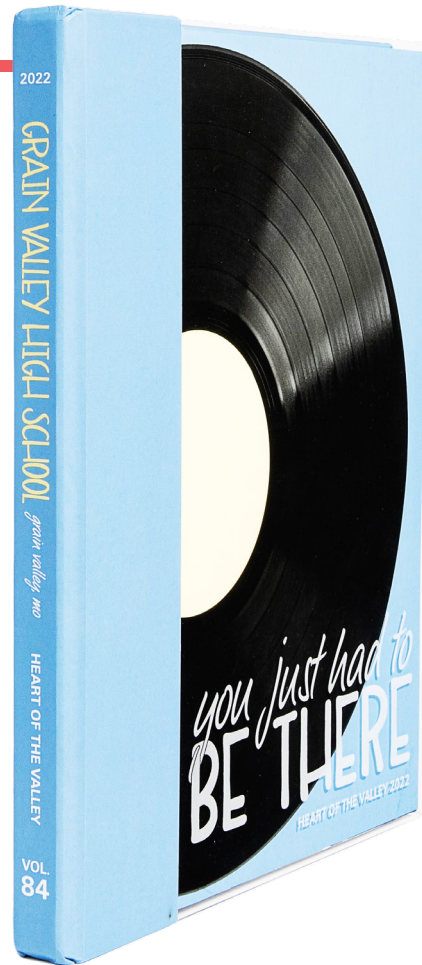
JOHN JAY HS *Statesman* CROSS RIVER, NY

Quarterbound with two special-order materials and topped with Metallic Pewter ink, varnish and Silver foil.



FARRAGUT HS
Admiral | KNOXVILLE, TN

A frosted and etched plexiglass front lid is quarterbound with a suede laminated full-color litho cover.



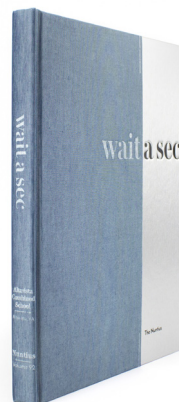
GRAIN VALLEY HS
Heart of the Valley | GRAIN VALLEY, MO

An etched plexiglass front lid is quarterbound with a suede laminated full-color litho cover. The cover also includes Gloss UV on the spine and back cover.



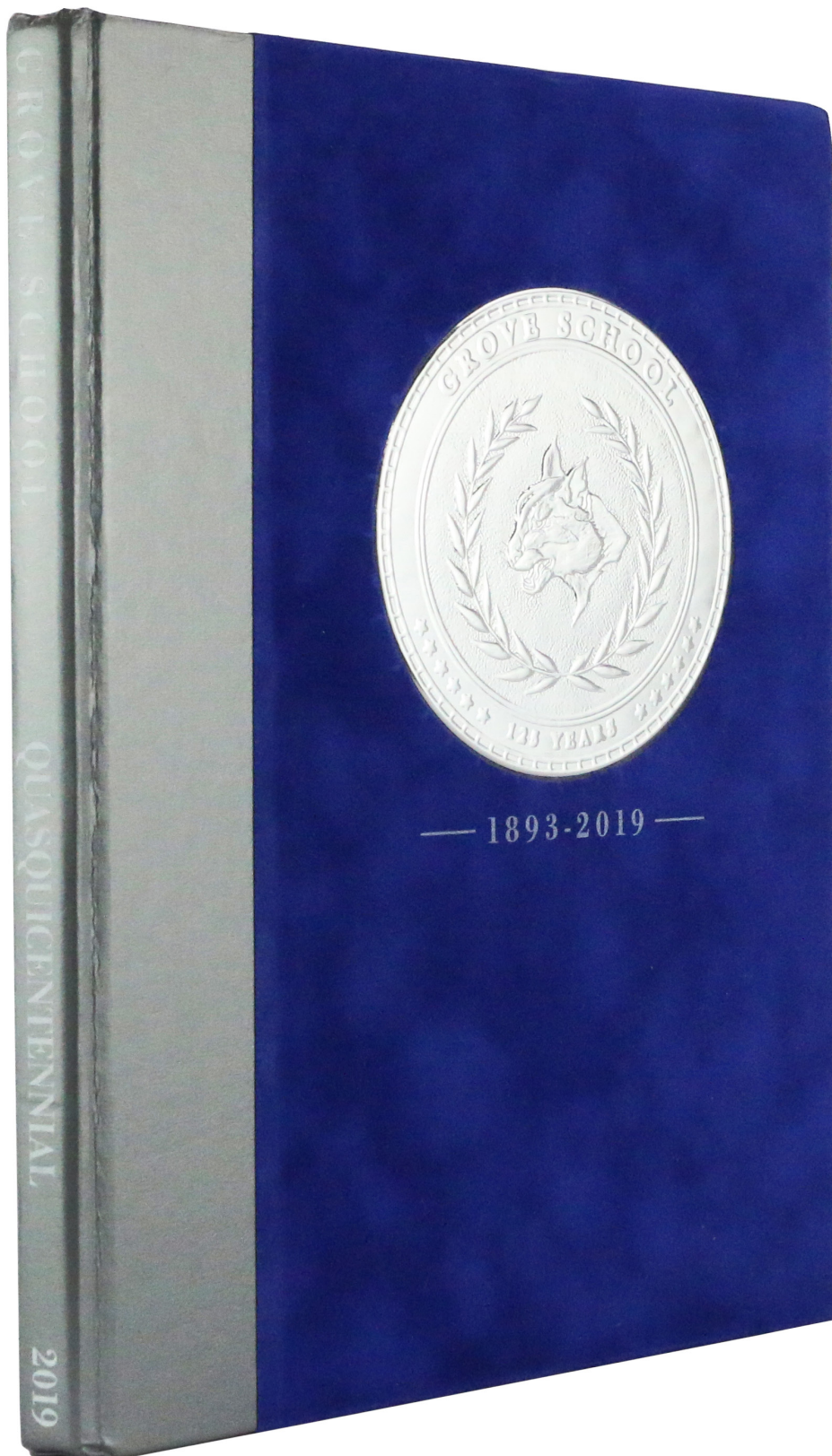
KAPOLEI HS
Hurricane Watch
KAPOLEI, HI

Quarterbound full-color litho on Matte Black base material with anti-scuff lamination, Silver ink, English Linen and Spanish graining.



ALTAVISTA COMBINED SCHOOL
Nuntius | ALTAVISTA, VA

Quarterbound combining special-order linen and special-order, brushed silver materials, board-level debossing with Black and White silkscreen.



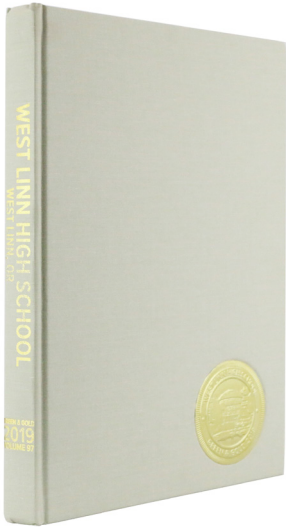
METALLAY

Metallay is a metallic material, available in silver and gold, that can be applied to an area of a custom embossed cover.

This application adds an elegant feel and is a perfect enhancement for anniversary or special occasion volumes.

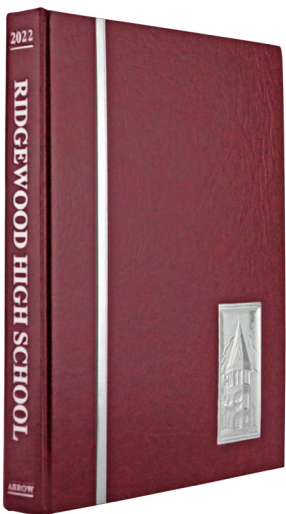
GROVE SCHOOL *Wildcat* | SHAWNEE, OK

Custom embossed front lid quarterbound with Silver and Ecological Fibers Prestige Royal Blue base materials with White ink and sculpted Silver metallay.



WEST LINN HS
Green & Gold | WEST LINN, OR

Custom embossing on Linen base material with Gold foil and Gold metallay.



RIDGEWOOD HS
Arrow | RIDGEWOOD, NJ

A special edition for seniors featured a Burgundy material with Caracul graining, Silver foil and metallay.



BELEN JESUIT PREPARATORY SCHOOL
Echoes | MIAMI, FL

Special-order cover with debossing, with a lenticular tip-on, Spectrum specialty foil and White ink.

LENTICULAR

This is a multi-step printing process that consists of creating a lenticular image from at least two images, and combining them to show a set of alternating images that appear to transform into each other. The images can be seen independently when viewed at different angles.



JEFFERSON TOWNSHIP HS
Aerie | OAK RIDGE, NJ

Custom debossed full-color litho with anti-scuff lamination and Gloss UV coating.

TIP-ONS

A tip-on is any physical object added to the outer cover of the book, in this case LEGO® bricks. We've seen an increase in lenticulars and chenille letters being added as tip-ons. It's a great way to make a book stand out.

**METAL AND
WOOD COVERS**

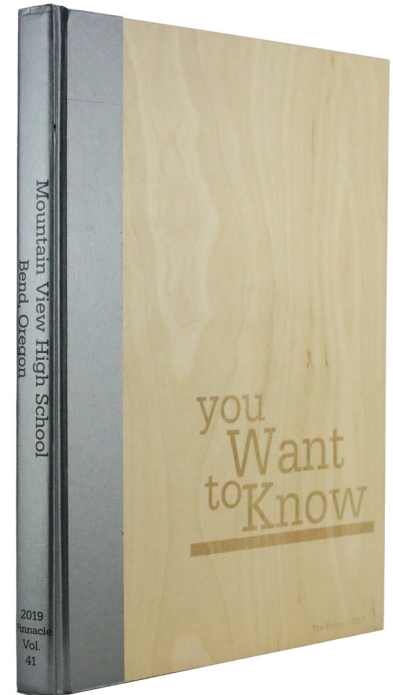
In addition to plexiglass, schools have chosen quarterbound covers using metal or wood. Both options are sturdy and impressive. Materials will be sourced just for your book and the look you are going for, so planning and careful description of your goals helps with this process.



**BISHOP MOORE
CATHOLIC HS**

Moore Memories | ORLANDO, FL

Brushed Sapphire base material with embossing, and White and Silver inks quarterbound with an etched aluminum panel.



MOUNTAIN VIEW HS

Pinnacle | BEND, OR

Metallic Chrome cover material with Black ink on the spine quarterbound with an etched wood panel.

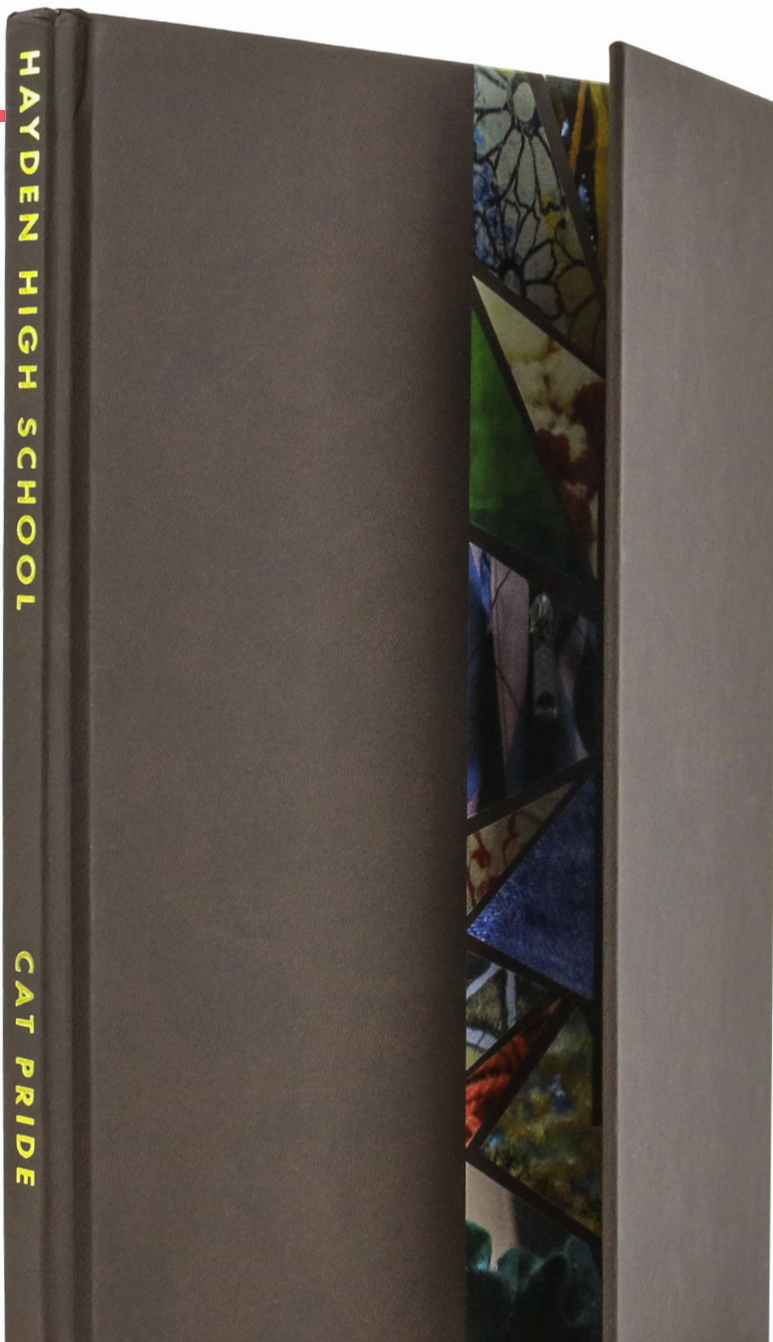
**CHESTATEE
ACADEMY**
GAINESVILLE, GA

Matte laminated, full-color litho cover with graining in Brick pattern.



GRAINING

A textured, embossed grain can be applied to a silkscreen or litho cover. The grain can cover the entire cover or it can be applied to draw attention to a particular area of the design. Grains are best for larger areas. Another technique can be used for smaller details.



COVER FLAP

Concept should rule the design. In this case, the staff was going for a leather field journal look to match the theme “Artifact.” When opened, the flap reveals images of artifacts from the school year presented as if they are broken pieces. The opening represents a time capsule of the year, carrying the cover concept into the book.

HAYDEN HS

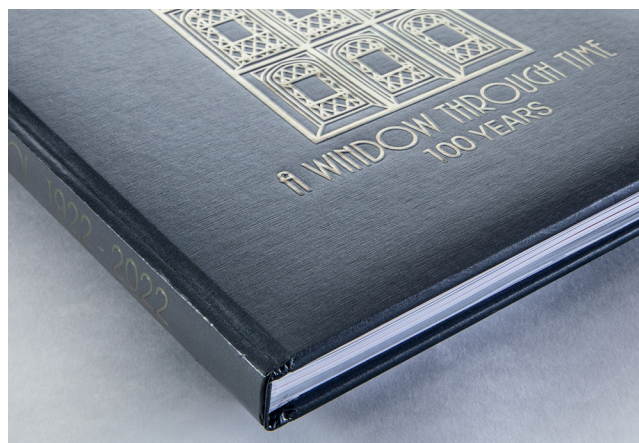
Cat Pride | HAYDEN, AL

Espresso Silktouch base material with Gold foil and wrap-around panel.

PADDED COVERS

Padded covers are often used for special-edition volumes or whenever a staff wants to provide a more sophisticated book for their readers.

Soft padding makes a book feel substantial, like a leather journal.



BRONXVILLE HS

BRONXVILLE, NY

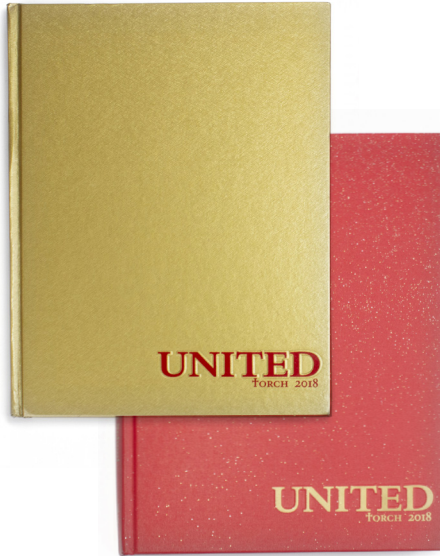
Metallic Chrome material is the base for this padded cover with Nickel specialty foil on the front lid and spine, and embossing on the front lid.

CUSTOM PART 2: SPLIT-RUNS

MONSIGNOR EDWARD PACE HS

Torch | MIAMI GARDENS, FL

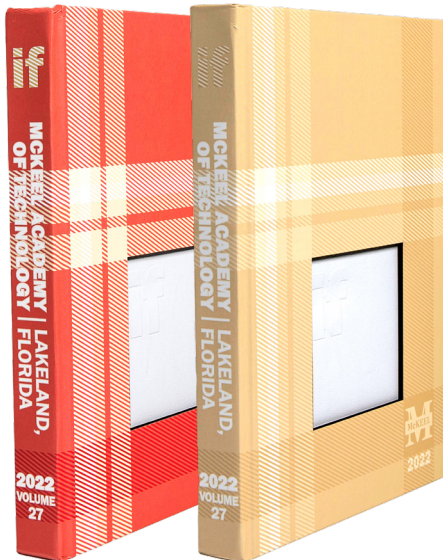
Split cover order: Both share board-level embossing of the theme statement, but differ between Scarlet Glitter Linen base material with Pale Gold silkscreen and Brushed Gold base material with Bright Red silkscreen.



McKEEL ACADEMY

LAKELAND, FL

This split cover order included a tan and a red version. Both are matte laminated with a laser cut on the front lid and Raised UV coating on the front and back. The endsheet is embossed, which corresponds to the Raised UV on the cover.



SPLIT-RUN COVERS

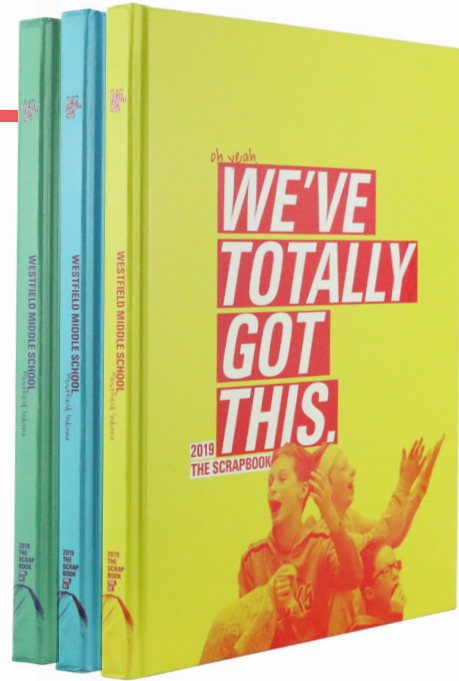
There are many reasons a staff might choose to make different cover designs in the same year. In the case of McKeel Academy, seniors received the red cover and freshmen, sophomores and juniors received the tan.

PLAY OFF THE THEME

These schools chose to do three or four different covers for their 2019 books. Notice how the themes lent themselves to the multiple cover designs.

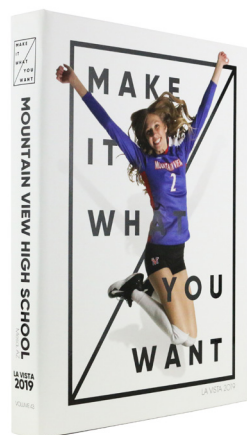
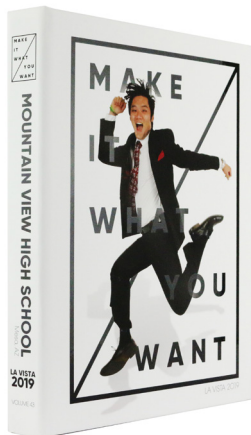
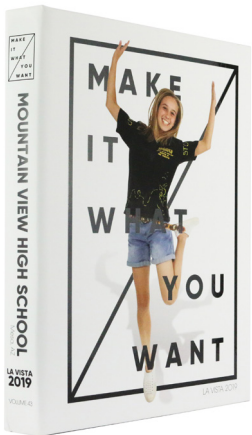
“We’ve Totally Got This” allowed the students to “get” the cover they wanted.

Well played, middle-schoolers.



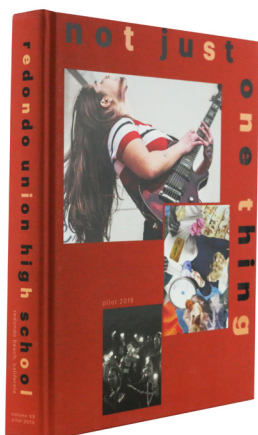
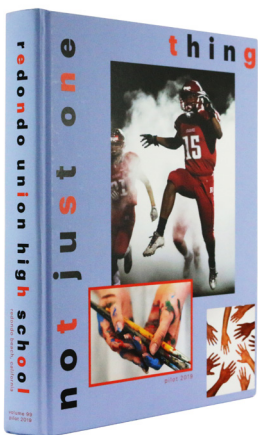
WESTFIELD MS
The Scrapbook
WESTFIELD, IN

Full-color litho on Kivar grain with matte lamination and Gloss UV coating, split cover order with three covers.



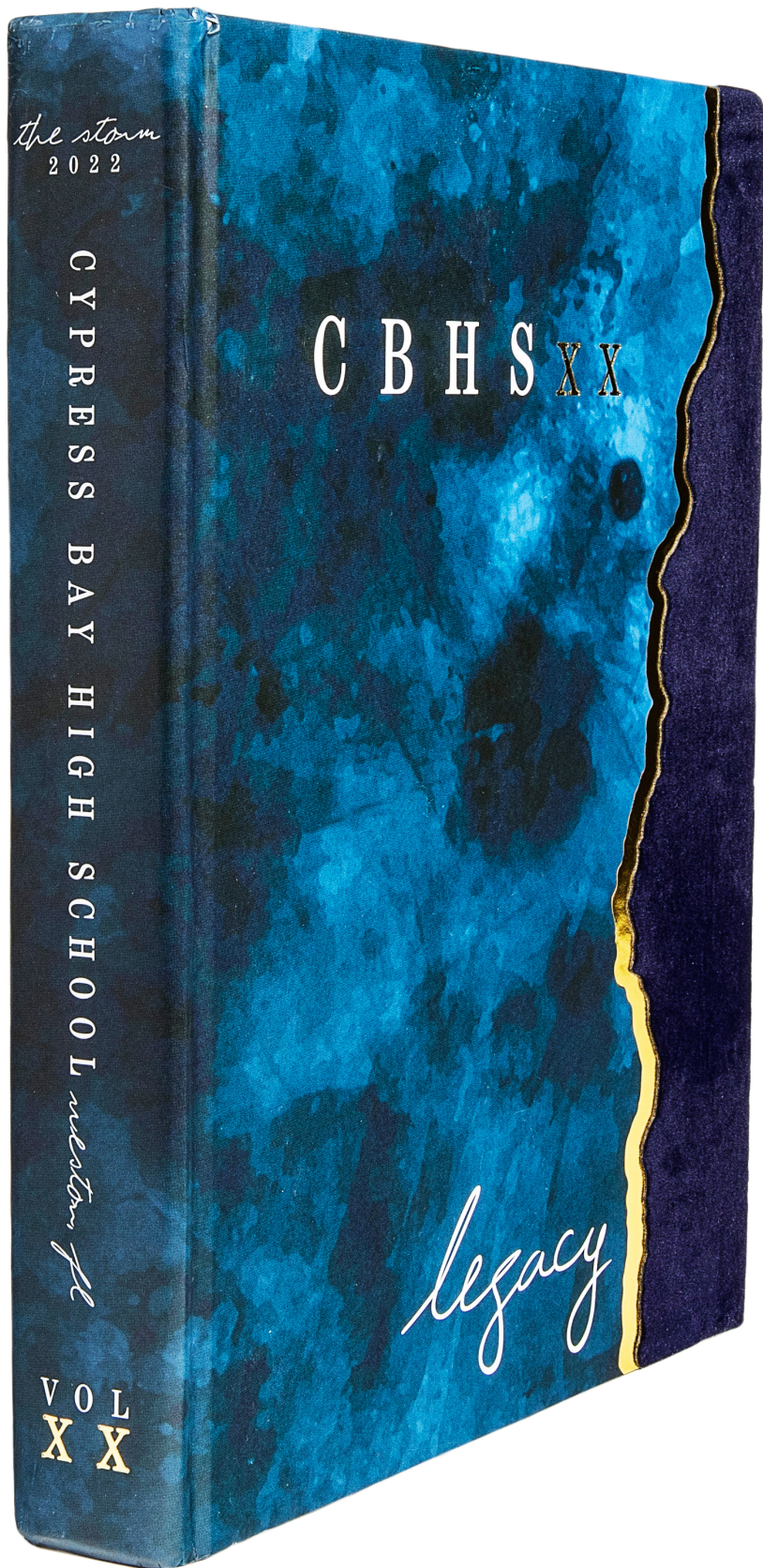
MOUNTAIN VIEW HS
La Vista | MESA, AZ

Full-color litho with suede lamination, split cover order with four covers.



REDONDO UNION HS
Pilot | REDONDO BEACH, CA

Full-color litho with suede lamination and Gloss UV coating, split cover order with three covers.

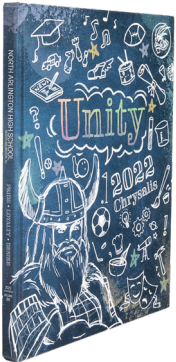


FOIL STAMPING

Foil is a fine, durable metallic material that can be applied with a die to the surface of a cover. Foils are available in a variety of solid colors and patterns. Textured dies provide a unique finish for the metallic effect of the foil, as does applying foil to a textured cover material.

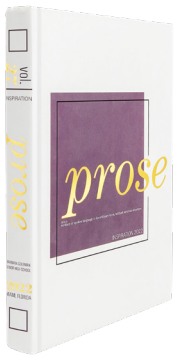
CYPRESS BAY HS *The Storm* | WESTON, FL

Matte laminated, full-color litho cover with Gold foil on the front, back and spine, and debossing on the back. Special-order blue velvet material was added, as well.



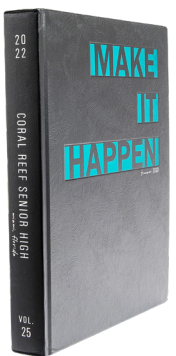
NORTH ARLINGTON HS
Chrysalis | NORTH ARLINGTON, NJ

Matte laminated, full-color litho cover with specialty Ombre foil on the front and Raised UV coating on the front, back and spine.



BARBARA GOLEMAN SENIOR HS
Inspiration | MIAMI, FL

Suede laminated, full-color litho cover with Gold foil on the front and spine; Gloss UV coating on front and spine.



CORAL REEF SENIOR HS
Tsunami | MIAMI, FL

Matte Black cover material with graining around design elements and debossing on front lid; Silver foil on front, back and spine, and special-order Teal foil on front and back lids.



ROOSEVELT HS
Strenuous Life
SEATTLE, WA

Emerald and Gold foils and Kelly Green and White inks on special-order Linen base material.

COMBINING COLORS

Different colors of foil can be combined for contrast and emphasis. Because foil can be applied to a variety of cover materials, textured materials provide depth and interest.



WARREN HILLS REGIONAL HS
Lamaton | WASHINGTON, NJ

White ink on Black Silktouch base material with Gold foil.

CUSTOM DESIGNS

Because each foil application requires a custom die to be made, it is completely customized. You can choose a textured or flat die, or even a multi-layered application. A standard die charge includes an area of no more than 25 square inches.

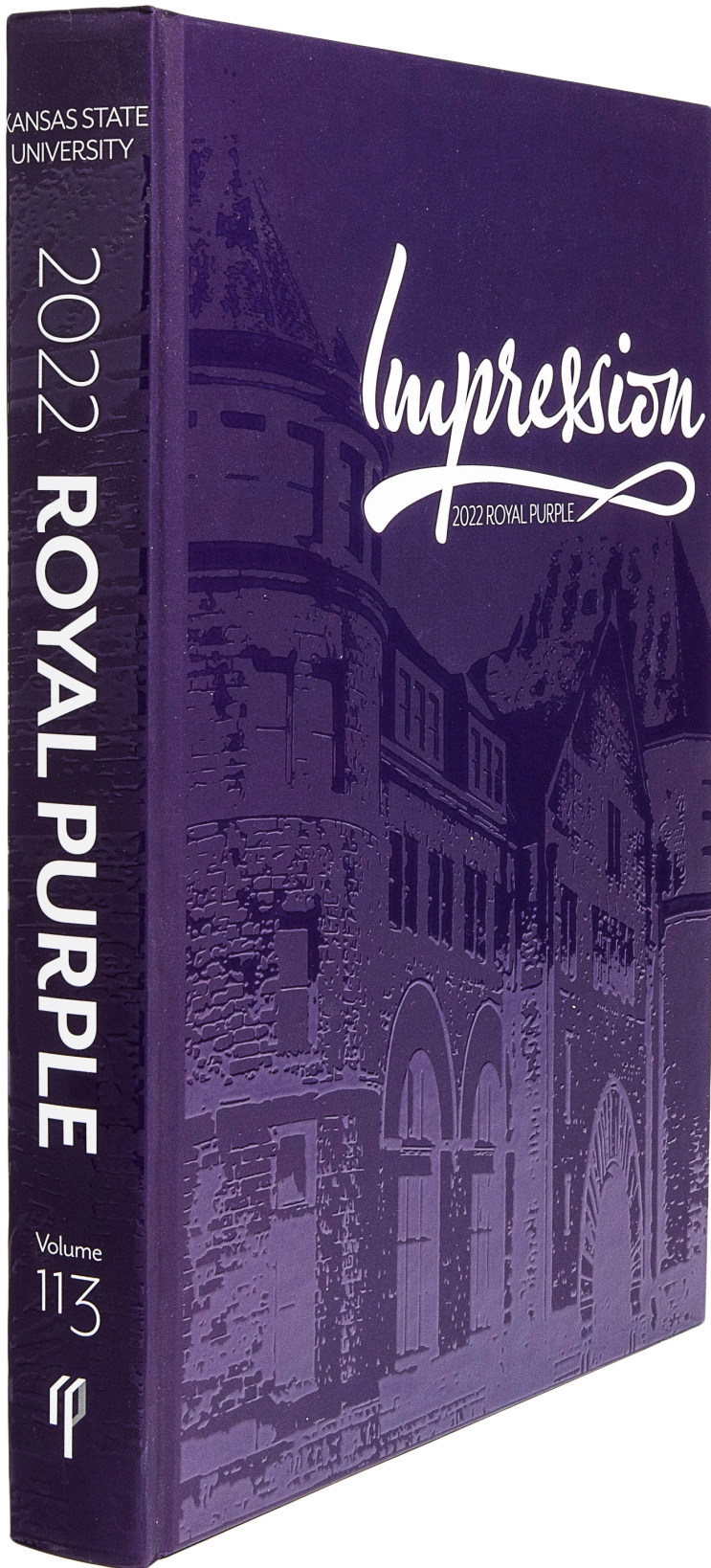


LAMINATION

Lamination is a clear coating that protects the ink on the printed cover. Lamination protects the outside of the book, where UV coatings may cover only certain spots as determined by the design. All litho covers are automatically gloss laminated unless a different lamination is specified. Three different finishes are available from which to choose. Suede lamination has a velvety texture and no shine, while matte lamination has a dull sheen, and gloss lamination has the shiniest appearance.

DEL NORTE HS *Traditions* | SAN DIEGO, CA

Suede laminated, full-color litho cover with Gloss UV coating.



UV COATINGS

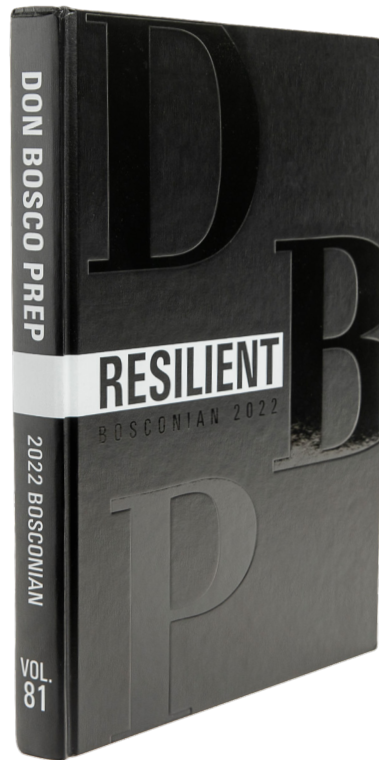
UV coatings are applied wet to a printed sheet and then dried using ultraviolet light. The application not only enhances the printed colors beneath it, it also helps protect the printed cover. There are several different UV coating options available to enhance any yearbook cover design. With this example of blind Raised UV, a photo of a campus building is conveyed through the shine and texture provided by the UV coating.

KANSAS STATE UNIVERSITY *Royal Purple* | MANHATTAN, KS

Suede laminated, full-color litho cover with blind Raised UV on the front, back and spine with debossing on the front lid.

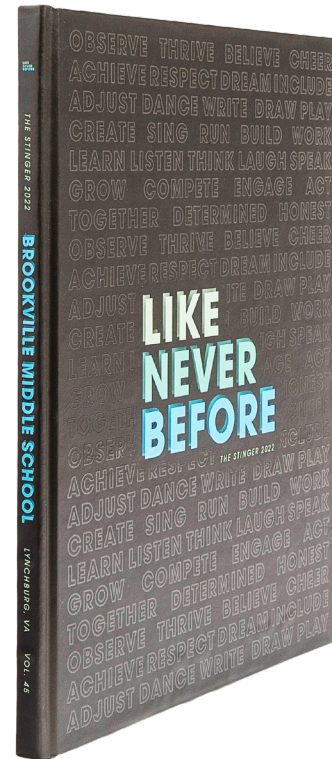
GLOSS UV

Gloss UV coating can be applied to specific parts of a design to provide a high sheen that makes the elements pop off the page. Using Gloss UV coating on a cover with matte or suede lamination provides a dramatic contrast between the dull finish of the lamination and the shine of the coating.



DON BOSCO PREPARATORY HS
The Bosconian | RAMSEY, NJ

Matte Black cover material with White ink and graining on front, back and spine. Debossing and clear silkscreen ink complete the front lid.



BROOKVILLE MS
The Stinger | LYNCHBURG, VA

Matte laminated, full-color litho cover with Gloss UV coating on the whole book and Raised UV coating on the front lid.

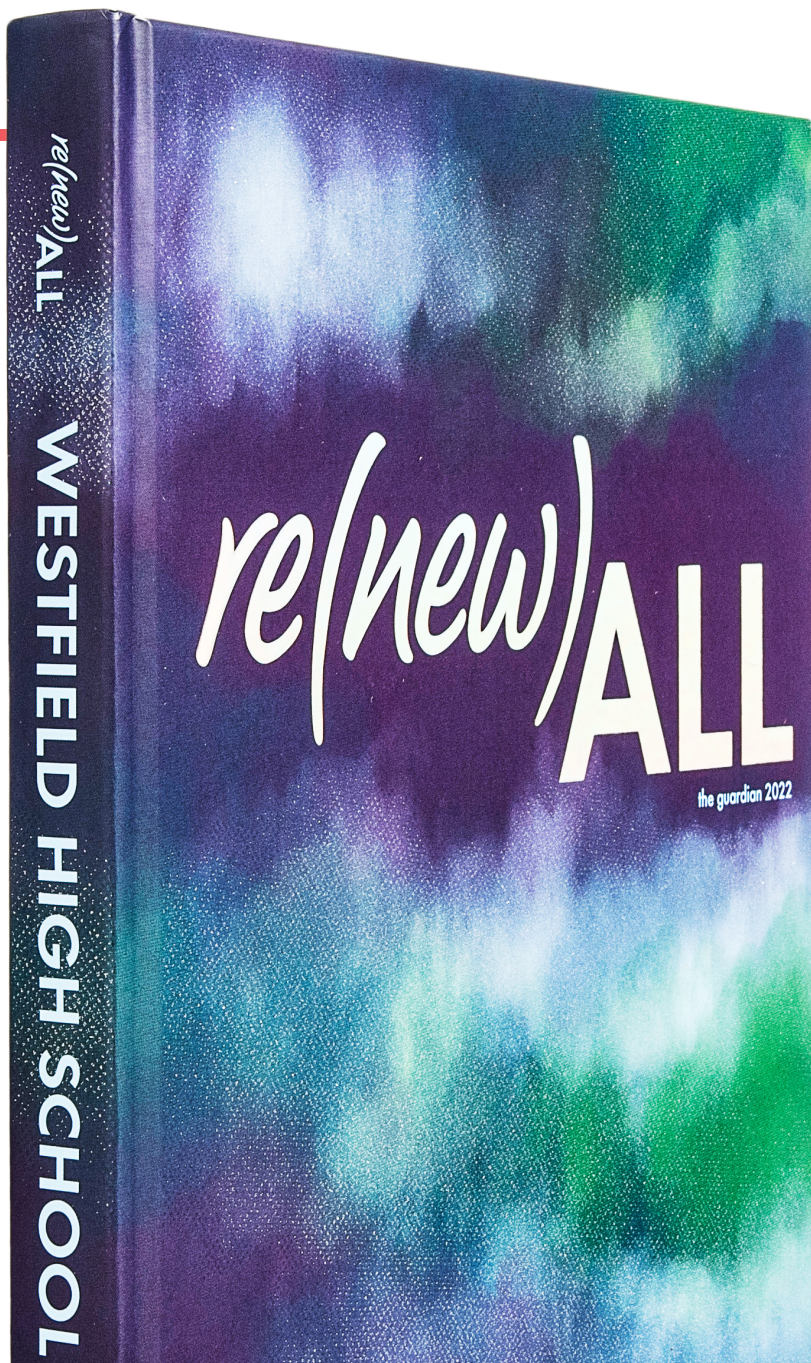
SUMMIT RIDGE MS
LITTLETON, CO

Suede laminated, full-color litho cover with Rough UV coating on front and back design elements.



ROUGH UV

This application creates a highly textured surface where it's applied. It almost feels like sand has been mixed into the coating. It's great for intentionally making design elements look and feel bumpy.



GLITTER UV

Available with gold, silver, green or red flakes, glitter UV coating offers all the benefits of UV coating with an added sparkle. These coatings have the most impact when they are used with matte or suede lamination. Glitter UV can be used as a background or applied to printed design elements for added impact. The glitter UV on this yearbook was added in a dot pattern, which gave it an interesting texture.

WESTFIELD HS

The Guardian | CHANTILLY, VA

Matte laminated, full-color litho cover with specialty Ombre foil on the front cover and Silver Glitter UV on the front, back and spine.

RAISED UV

Like Gloss UV, Raised UV is a high shine, clear coating. However, it is a thicker application that provides a raised texture to the printed surface. Some schools choose to mix Gloss UV and Raised UV to provide different layers on one cover.



THOMAS JEFFERSON HS FOR SCIENCE AND TECHNOLOGY

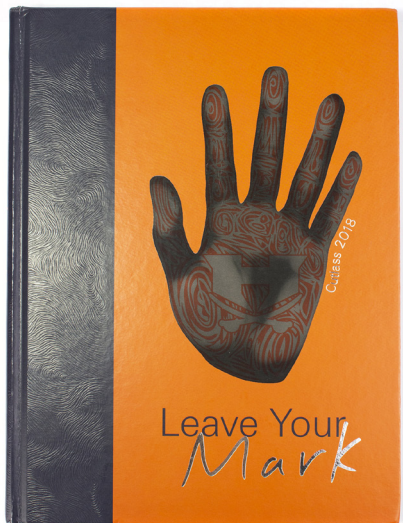
Techniques
ALEXANDRIA, VA

Raised UV has been applied to the sculpture on this cover.

HABERSHAM CENTRAL HS

Cutlass | MT. AIRY, GA

Gloss, heat-sensitive thermal coating on hand shape with faux quarterbind, process litho on matte-coated smooth Kivar and Caracul grain applied to blue area with Silver foil on spine and front lid.



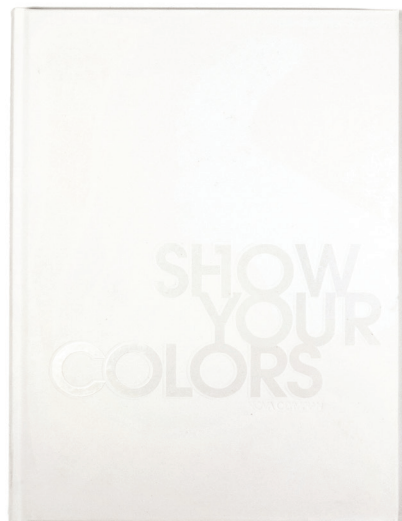
HEAT-SENSITIVE UV

Thermal UV is an application that changes color as it reacts to applied heat. When you touch or rub the coating, an image printed underneath is revealed. Small surface areas are most effective.

NOVA HS

Olympian | DAVIE, FL

Custom embossed litho with suede lamination with Green and Yellow photochromic UV coatings.



PHOTOCHROMIC UV

This cover innovation harnesses the power of light to dazzle buyers. Here, a subtle tone-on-tone cover blooms into a "bright" type treatment revealing an 18 when exposed to sunlight.

AQUILA

SOUTHWEST MIAMI SENIOR HIGH SCHOOL



**LA COSTA
CANYON HS**
The Stampede
CARLSBAD, CA

Black ink, different front and back, on special-order Silver Metallic Poly Mylar® front endsheet and White Vibracolor stock with Silver Glitter UV coating back endsheet.

ENDSHEETS

Typically, endsheets are where staffs provide a table of contents and reinforce the theme message from the cover.

They are also an area where you can get creative and add a “wow” moment.



STRAWBERRY CREST HS
Centaur | DOVER, FL

Laser-cut endsheet.

LASER-CUT

Adding a laser-cut to the front endsheet means page one interacts and supports it graphically and thematically. Here, Strawberry Crest's theme, "On Our Own," leads the reader to "But Not Alone," adding another layer to the theme statement.

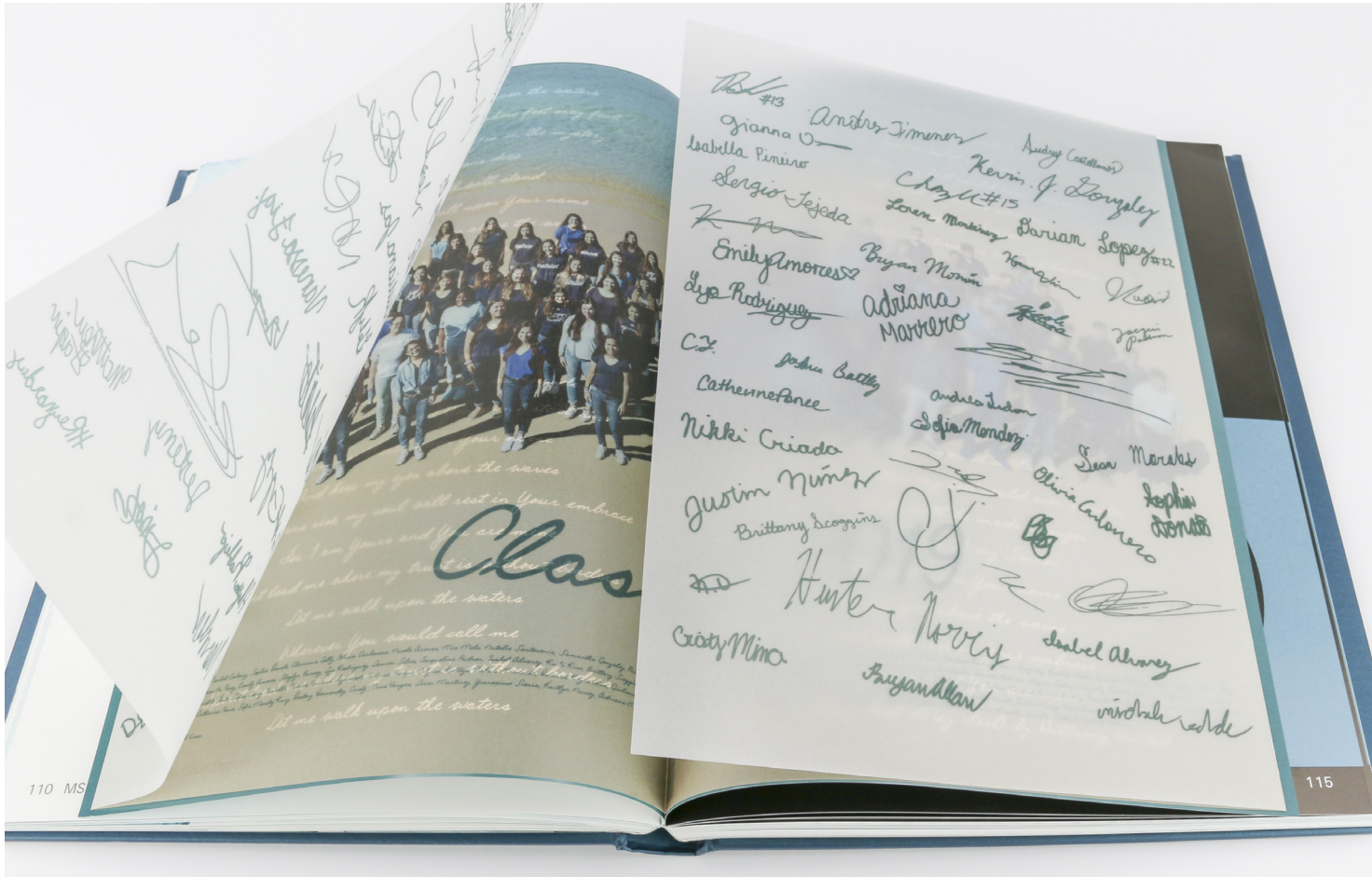


MIDLOTHIAN HS
Trojan | MIDLOTHIAN, VA

Process color endsheet on Vibracolor White stock with laser-cut aligns with artwork on the title page.

SHORT-TRIM

The leading edge of the endsheet can be trimmed (or in this case, laser-cut and trimmed) to add interaction between the endsheets and page one. Midlothian used the mathematical symbol for "more than" from their theme statement as a graphic element. The most successful designs are actually simple and easy to grasp.



FLORIDA CHRISTIAN SCHOOL
Patriot | MIAMI, FL

Full-color, special-order vellum double gatefold tip-in, tipped between signatures.

GLOSS AND GLITTER UV ON INSIDE PAGES

Adding Gloss UV to senior photos or theme elements is a popular practice in the art of making images pop. Katherine L. Albiani MS got a little extra in its 2019 book and added Silver Glitter UV to the headline packages on opening pages. The extra sparkle made the bright colors really stand out.

PRINTING ON VELLUM

Vellum, a semi-transparent paper, is often added a page or two at a time as a tip-in. Vellum can be printed or foil stamped. In this case, the *Patriot* staff added senior signatures to two pages of vellum, which open to reveal the senior class photo.

FOIL STAMPING ENDSHEETS

Foil is great for covers, but it works on endsheets, too. Herff Jones offers a variety of standard and specialty foils.

JOHN F. KENNEDY CATHOLIC HS *Profiles* | SOMERS, NY

Full-color on White
Vibracolor stock with
Silver foil on front
endsheet only.



KATHERINE L. ALBIANI MS *Falcon Nation* ELK GROVE, CA

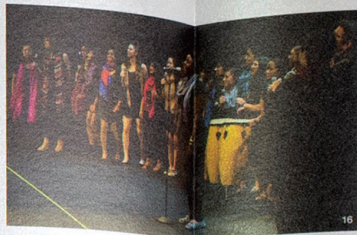
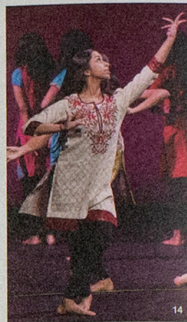
Full-color on 100#
gloss paper with
Silver Glitter UV
coating on the
first signature.

but you found your way to the stage. you got into your formations and didn't run into anyone while performing. you found a way to make four costume changes. two of them for back-to-back acts. the audience got lost in the spotlight. but you still found their energy inspired you to greatness.



FOLD-OUT PAGES

If your staff is looking for a way to highlight a special event, consider a fold-out tip-in. This example from *Techniques* is a double gatefold, which not only reinforces the theme but highlights the spectacular photography from an International Night performance.



on stage, you feel the lights shining
 down as you move along to the music.
 you perform a fan dance during chinese
 honor society, you sing "bonse aba"
 during show choir, you yell "2-0-1-8"
 while doing bhangra for namaste senior
 girls, and before you know it, you strike
 your final pose, wide grin on your face,
 forgetting all the panic, stress and
 endless practices; the lights dim, the
 audience's applause ringing in your ears.

you
 found
 your
moment

**THOMAS
 JEFFERSON HS
 FOR SCIENCE AND
 TECHNOLOGY**
Techniques
 ALEXANDRIA, VA

Full-color eight-page
 double gatefold
 on special-order Reich
 Shine Silver paper
 and tipped between
 signatures.



WESTERN HS
Calibre | DAVIE, FL

Full-color,
four-page
accordion-fold
tipped between
signatures.

MORE TIP-IN STYLES

Whether it's a multi-panel accordion-fold tip-in or a booklet-style tip-in, these additions are a way to include more coverage and content in creative ways. We've seen an uptick in schools that have included a literary or art magazine into the yearbook. All of these are great ways to add more memories from the year.

OSCEOLA HS *Osceolan* | KISSIMMEE, FL

Full-color custom-size
12-page supplement,
tipped onto the spread.



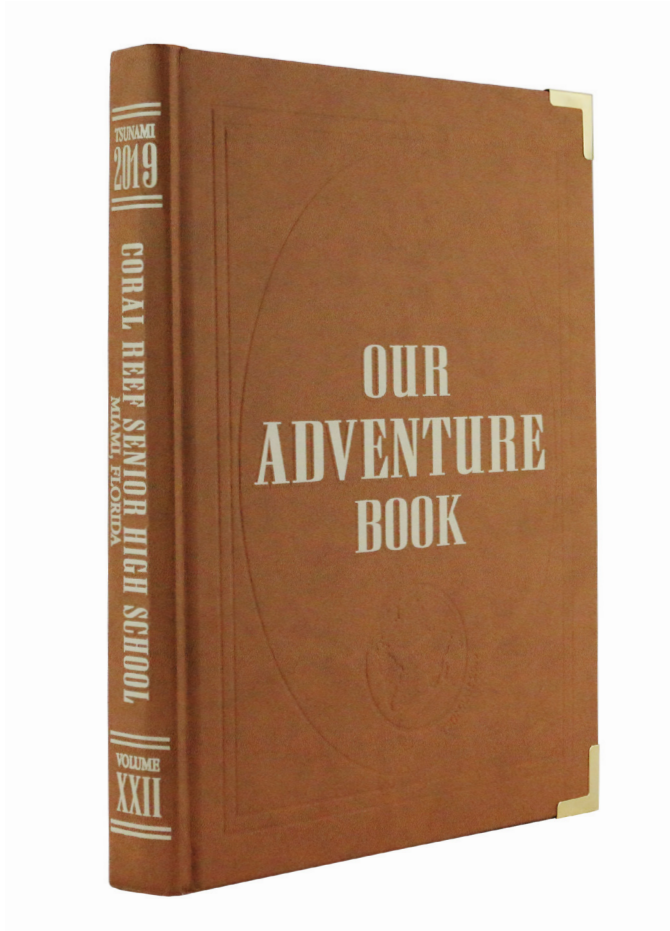
SAN DIEGUITO ACADEMY *Hoofprint* ENGINITAS, CA

Full-color, custom-size
16-page tip-in, bound
at center and tipped
between signatures.

CORAL REEF SENIOR HS

Tsunami | MIAMI, FL

Special-order Adobe Tan Silktouch cover material with embossing, debossing, Ivory ink and gold metal corners.



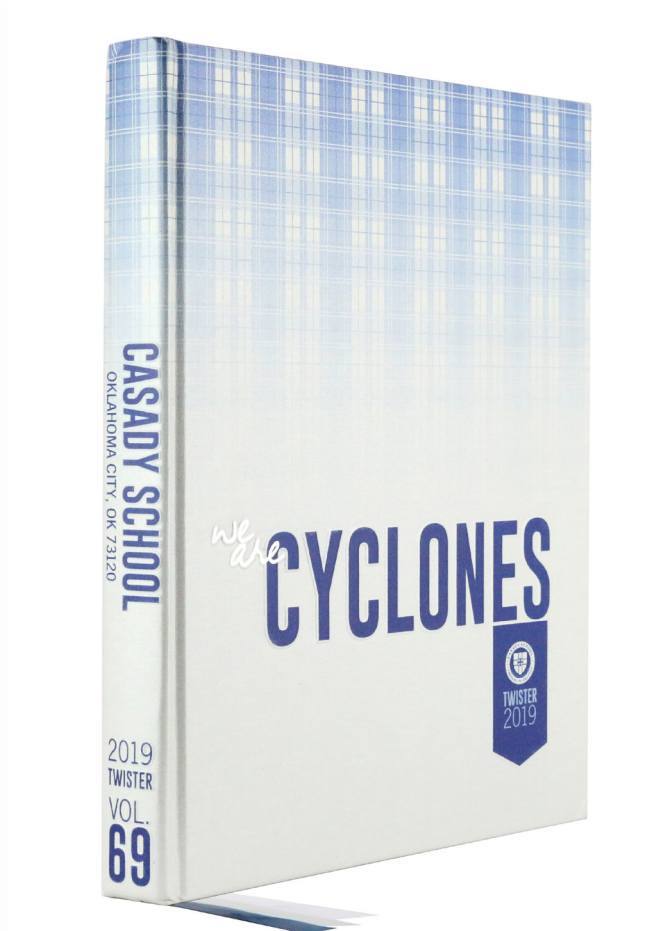
METAL CORNERS

Metal corners are popular, especially when a staff is going for a traditional or journal look. In this case, the leatherette cover material and gold corners help promote the adventure book concept.

CASADY SCHOOL

Twister | OKLAHOMA CITY, OK

Custom embossed four-color litho on Pearl Linen cover material with varnish, Silver foil and triple-ribbon bookmarks with headbands.



RIBBONS

Ribbon bookmarks come in an array of colors. Notice how the Casady School's staff used a bookmark graphic on the cover? The three ribbons match the cover and their school colors. The plaid print on the cover reflects the school uniform. So smart.

GILDED EDGES

Gilded edges are added to the book block after it's completed and before the cover is added. The process can make a book look more traditional, like a treasured novel, or it can add an unexpected rainbow glow to an understated cover, like this example.



WHARTON HS *Felidae* | TAMPA, FL

Frost Linen cover material with Light Grey ink on front and spine, and specialty Ombre foil on front lid. Gilded page edges in Ombre.

ENDBANDS

Endbands are a tradition in bookbinding used to strengthen the spine. Today, as binding technology has improved, they add a decorative element and are available in several styles. Endbands are called headbands at the top of the spine and tailbands at the bottom. Adding endbands provides an extra polished touch to your yearbook.



COTTAGE GROVE HS *Lion Tracks* COTTAGE GROVE, OR

Endbands adding stability to the binding and a pulled-together look to book.

COVER BASICS

LIBERTY HS
Talon | LAKE ST. LOUIS, MO

Matte laminated, full-color litho cover with Raised UV coating on the front lid and Gloss UV coating on the front and back.

THE FIRST DECISION

When starting your cover design, and before you get too deep into the process, it's good to know a few things about the two basic types of covers. The categories are lithography, which we shorten to litho, and silkscreen.

1.

LITHO

The typical litho cover is full-color printing on a white base. The design can include photos, graphics, anything you want. It starts out just like something you'd print on a printer, and then you choose to protect the outer surface with a gloss, matte or suede laminate. And, you can choose other finishing touches like embossing or debossing, foils, etc.

2.

SILKSCREEN

Silkscreen covers use different cover materials in an array of colors. They can have textures stamped into them or can be made of materials that mimic textiles. Over the cover material, you can apply inks, foils, different types of UV coatings and lots of other add-ons. The difference with silkscreen covers is that opaque inks are used. Designs can't be too detailed and inks can't overlap.

Once you decide which category of cover your book is going to have, then you can explore all of the options. Your rep or one of our cover artists can help guide you in choosing materials that will work together — not every technique works with every material. They can help take your dream design and make it into a yearbook your whole school will love.



**BLUE VALLEY
SOUTHWEST HS**
Vision | OVERLAND PARK, KS

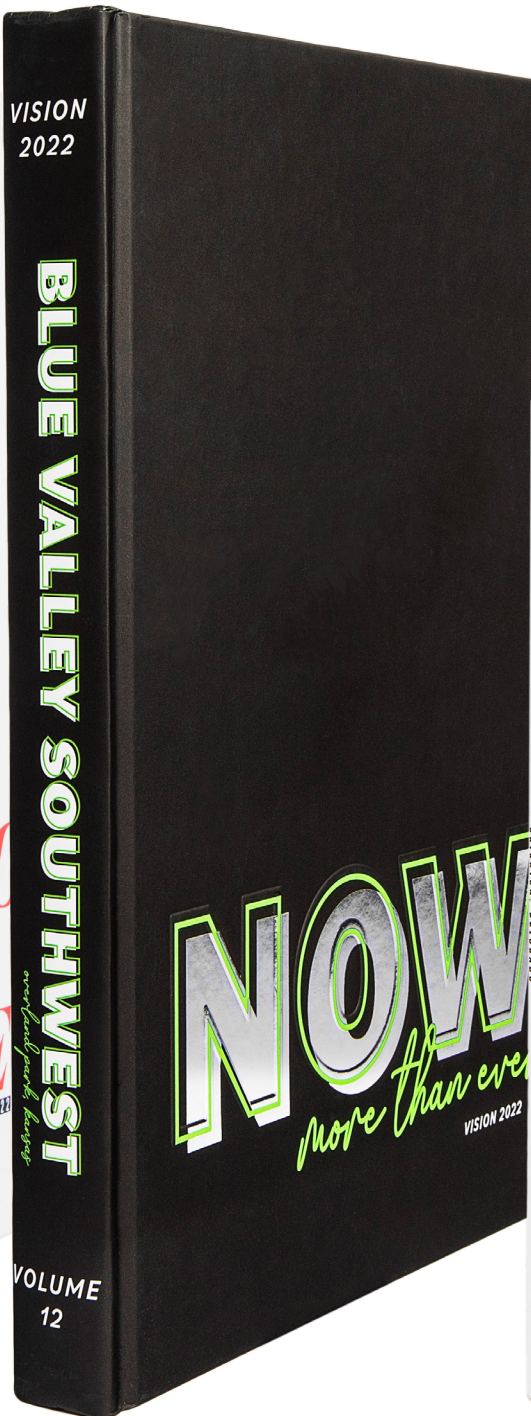
Suede laminated, full-color litho cover with Gloss UV on front, back and spine.

BRIGHTON HS
Reflections | BRIGHTON, CO

Suede laminated, full-color litho cover with Silver foil and embossing on the front lid.

PELHAM MEMORIAL HS
Pelican | PELHAM, NY

Special-order blue cover material with Gold foil on front, back and spine and embossing on the front lid.



COVER AND SPINE ESSENTIALS

A yearbook cover combines visual and verbal elements to make a great first impression on students who can't wait to get their hands on their book. The theme should be presented on the cover and then find its way throughout the pages, connecting the concept and events of the year.

Working on the yearbook cover is often one of the first things a staff will do after they have chosen their theme. Making the cover is exciting, as it is the first thing the reader will see when the book arrives. Staffs want a cover that students will love, whether trendy or classic. Make sure your cover is attractive and easy to understand as it presents the theme to the reader. Try to make it different than past covers so it stands out, though many staffs try to feature school colors at least once every four years.

FRONT COVER

- Theme
- Book name
- Year

SPINE

- Theme
- School name
- City and state
- Book name
- Year
- Volume number

BACK COVER

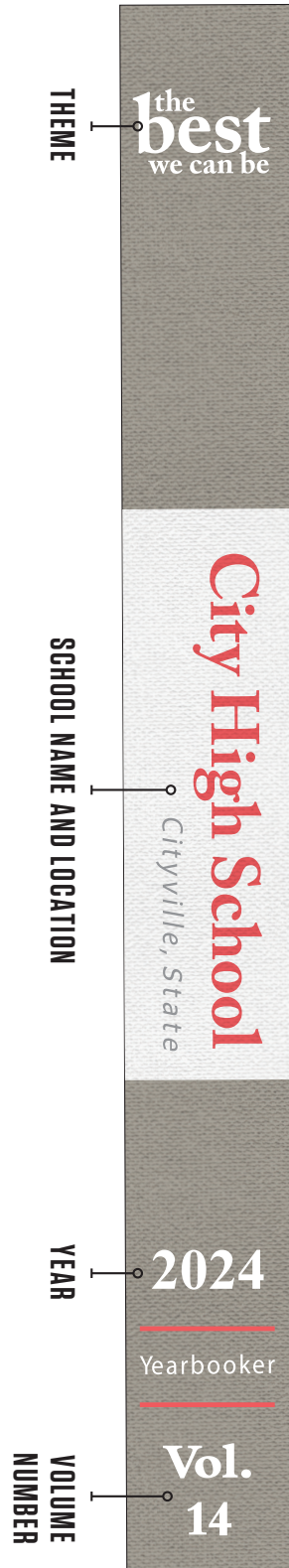
Take it to the next level and consider adding a final bit of theme development with something on the back lid. It could be a spin on the theme statement or just another piece of theme-related artwork.

EXAMPLE

Here is the cover for the 2024 "Yearbooker." Notice all the pertinent information is included on the book cover and spine. Best practice is to include the book name and theme on the spine, as well.

The theme of this book is "The Best We Can Be."

If your book has a printable spine, but you're not able to fit all of these details, try to at least fit the school name and year on the spine.



the
best
we can be

Yearbooker 2024

THEME

BOOK
NAME

PERSONALIZATIONS AND PACKAGES

Building packages for book sales is a great practice. For example, you might build a deluxe package in eBusiness that includes a two-line name plate, a dust jacket and an autograph supplement. Work with your rep to ensure you are pricing these items to benefit your school. It's an easy fundraiser that makes everyone happy!



NAME STAMP
When you order a name stamp, the student name is stamped on the cover in foil. Adding student names on the cover leaves no question about whose book it is.



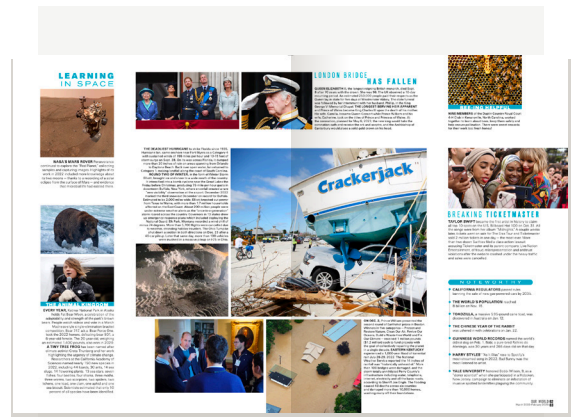
ENGRAVED NAME PLATES
Metal plates engraved with student names and icons add a special touch to covers. *Not recommended for soft cover books.*



PLASTIC JACKET
Hard-cover yearbooks stay protected and clean with these affordable plastic dust jackets.



AUTOGRAPH SUPPLEMENTS
Eight-page autograph supplements include Kleenstick® tape, so they can be placed into the yearbook once they're filled with signatures.



WORLD YEARBOOK
Designed for middle/high school readers, this 16-page supplement documents events that made history during the school year.

OUR WORLD
A scaled-down version of World Yearbook intended for younger readers, the four-page *Our World* supplement features photos and captions about this year's most interesting news stories.

If you purchase either of these for your entire order, you may choose where you want it to appear in your book (between signatures). If you don't designate an insertion location, it will be added following the last page of your book. Also, either supplement can be purchased as a stand-alone item with Kleenstick® self-adhesive tape for easy, permanent placement the yearbooks.





Make a historical record and look good doing it. You only get one chance to make a first impression.

YOU DREAM IT. WE DELIVER IT.

