

Name _____ Date _____

LADDER PLANNING

The ladder diagram

Just as you would never build a house without a blueprint, avoid starting your yearbook without a ladder. This is the page-by-page listing of the book's contents. The number of pages to include is based on financial considerations and the number of students at the school. When you determine the number of pages in the book, you must choose the content for each page. See the Selling Your Book section for more details.

Coverage should be

- Complete and accurate
- Fair and balanced
- Fresh and lively

Balance the book

Organize pages beginning with the most popular section, followed by a less popular section, followed by a more popular section, and so on to maintain maximum interest. Consider varying the order of sections from year to year. If you do not have an all-color book, use color in areas where it will appeal to the most students. Move the color from year to year.

PLANNING YOUR LADDER

Total pages in the yearbook _____

Theme pages _____

Title page/closing page _____

Opening _____

Dividers (if used) _____

Closing _____

Advertising (optional) _____

Index _____

Magazine/supplement (optional) _____

(Subtract the totals above from the total book pages to figure sectional percentages.)

Pages available for content _____

Student life 25 percent

Pages available x .25 _____

New coverage ideas for this section:

Academics 15–20 percent

Pages available x .15 _____

New coverage ideas for this section:

Organizations 10–15 percent

Pages available x .15 _____

New coverage ideas for this section

Sports 15–20 percent

Pages available x .20 _____

Pages per varsity sport _____

Pages per junior varsity sport _____

Pages per freshman/sophomore sport _____

New coverage ideas for this section:

Portraits 25–30 percent

Pages available x .25

Seniors _____

Juniors _____

Sophomores _____

Freshmen _____

Faculty/administration/staff _____

New coverage ideas for this section:

Total content pages _____