

FCB's Newsletter

March, 2011 (School Yearbook Special)

Vol 3, Issue 1

Year Books & Journals

2011 Year Book Prices

Yearbook's Theme

Allowing Time for Printing

Personalize It!

Creative photography Ideas

New to FCB

- New website
- eBooks available
- Updated Bookstore
- YouTube video
- Social Network

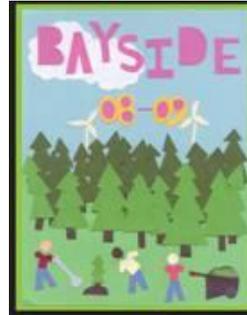
First Choice Books

British Columbia, Canada

Phone
(250)383-6353

Year Books And Journals

- Are you paying too much for yearbooks & Journals?
- Would you like to include spring activities in your yearbooks?
- Do you make deposit months in advance for your books?



If your answer is 'Yes' ... please [contact us!](#)

2011 Year Book Prices

Hard Cover

- 100 pages full colour
- Folded and Smyth sewn
- Wrap around glued Cover
- 8.5 x 11

Soft Cover

- 100 pages Black/White
- Cover full color 1 side & Laminated
- 8.5 x 11

	100	\$7.20ea
	200	\$6.20ea
	300	\$5.30ea
100	\$29.80ea	
200	\$27.50ea	
300	\$23.80ea	

For Additional Prices visit: <http://www.victoriabindery.com/pricelist.html>

Creative Photography Ideas:

Here are several tips to consider:

- 1. Covers.** Encourage the creation of custom cover photography.
- 2. Club and Team shots.** Sports club? Try for a good shot of a Sports event with the team.
- 3. Pro Photos for Ad Space.** Consider sprinkling in photos taken by professionals, in exchange for ad space.
- 4. Faculty Shots.** Get the staff photos and pictures of their hobbies.
- 5. School Shots.** Take some creative shots of the school, such as mascots.
- 6. Other Images.** Approach local business and take photos of your supporters.

Creating a school yearbook allows students to express their creativity and memories of the past year. With the help of a teacher or school staff member, the following tips will help turn your yearbook ideas into reality.

First Choice Books offers many options to meet your School annual budget from a simple low cost saddle stitch booklet to a Smyth sewn hard cover.

Our prices are affordable and quality superb. Colour printing does cost more, so if you are on a tight budget we recommend only a few pages in colour (class photo pages).

www.firstchoicebooks.ca

Yearbook's Theme

Select a theme for your yearbook and use it throughout the book. Instead of using proprietary software to set up type or photos, the students can create their own layout using in-design. Scrap book or print projects software are simple to use for page layout as well. All photos or images should be 300dpi and needs to be converted to CMYK.

Allowing Time for Printing

First Choice can turn around your yearbooks quickly. Please allow 4-6 weeks from the time you send your print ready file to us. Our quick turnaround time allows you to get your spring activities and sporting events in this yearbook and not next year's.

Personalize It!

You can inject your yearbook with style by personalizing it. No, not by engraving the yearbook with each student's name. One option could be adding student artwork or poetry inside the yearbook or on the cover. Make your book unique by adding elements of family life. Have students bring in pictures of trips and vacations. Allow them to include photos of their social functions and outings away from school. This gives the reader a sense of what makes your community tick. It allows the students within the school to be comforted and visitors to get a sense of what your community is like. Another way to add personality to your yearbook is to incorporate themes. Get ideas for thematic elements from school locations, school-wide goals or school milestones.