

Premier is committed to providing you with the highest level of service and quality. Throughout each step of the production process, you will be assigned a Premier Design Professional that will work directly with you to guarantee that the finished product is exactly what you expected.

Material Submission Overview

To create your customized award-winning calendar and handbook, Premier has prepared the following simple 3-STEPS program to help you understand, prepare and submit all necessary material.

THE TOOLS

You should have received the following tools to help you understand the available options and determine what your calendar will look like.

- **SPECIFICATIONS AND GUIDELINES**
Outlines the specifications and guidelines that will provide you with an overall understanding of available options.
- **MATERIAL SUBMISSION CHECKLIST**
Provides a material submission checklist and a simple 3-STEPS program for understanding, preparing and submitting all necessary materials to Premier.

Submission as EASY AS 1, 2, 3

Please review the following 3-STEPS before you begin. It will answer many questions and provide all of the necessary details to understand, prepare, and submit your materials.

STEP 1: UNDERSTAND

WHAT YOU WILL NEED

The following checklist should be used to help you gather all necessary materials for print production.

COLORS

- Provide the Pantone Matching System (PMS) ink color codes for the schools colors to be used throughout the calendar and handbook.
() _____ Primary Color
() _____ Secondary Color

LOGO

Your school logo will be used on the front and back covers and calendar pages. Other logos or emblems can also be submitted. Please indicate where each is to be used.

- Provide a vector-based, EPS file of the school logo(s) along with a color printout.

PHOTOS

Photos add color and beauty to your calendar. But fuzzy or poor quality photos can distract. Premier requires high resolution images to provide superior product. **A quality digital camera at the highest resolution setting should provide the necessary quality images.**

- Minimum resolution is 300 dpi at a 4 x 6 inch finished size for most photos. For full page photos, 300 dpi at and 8 x 10 finished size is requested.
- All images are in an approved file format, i.e., Tiff (.tif) or Jpeg (.jpg)

FRONT COVER

Outside

The outside front cover builds excitement and school spirit. This is where your school logo shines and a large inviting image of the school or student life is highlighted.

- Provide instructions or sketch to designer.
- Indicate logo position on cover.
Left Center Right
- Provide custom text in a file or on the sketch.
- Provide cover photo image (see PHOTOS above). Outside front cover may have up to 3 photos in a collage at no additional charge.

Inside

The inside front cover is generally used as a photo page or to highlight your school or class logo.

- Provide instructions or sketch to designer.
- Provide logo or photo image(s). If ordering a photo collage (additional fee required), provide up to 6 photo images. Premier will create a professional collage layout.

WELCOME PAGE

This page is for a welcome letter(s) and can include associated signature(s) and small photo image(s). The back of the page is another photo opportunity.

- Provide any special instructions to designer.
- Provide custom text for the letter.
- Provide graphic image of signature (if desired).
- Provide photo image of individual (if desired).
- Provide photo(s) for back of Welcome page.

CALENDAR

The calendar section is where you keep everyone connected. It includes a daily events and survival tips. It also builds school spirit through the use of the school logo, colors, and your own custom small photo images.

- Calendar start month is _____
- Provide photo(s) for facing page of first month.

Events

- Provide an Excel or Word file of your events and holidays in chronological order as follows:
 - Column A – Enter event date in date format.
 - Column B – Enter event text.
 - Column C – Provide formatting instructions (bold, italic, color, etc.)
- Note:** If multiple events are on the same day, enter a separate row for each event in sequence.

Sidebar Text

- Please use standard NODA text.
- Use NODA text with changes as provided.
 - Changes submitted in file with printout.
- Sidebar text will be custom. Custom sidebar text submitted as file with printout.

Day-block Photos

- Provide five photo images for each month. Premier will select the best images to position.
- **IMPORTANT:** Provide a printout of the photos for each month. Images can be small in black & white or color but must indicate the file name.

DIVIDER PAGE

After the calendar section is a Table of Contents sheet that divides the calendar from the handbook.

- Table of Contents as you want it to appear. (Premier will add in the page numbers for formatting.)
- Provide photo(s) for back of Table of Contents.

HANDBOOK

This is the section for sharing school critical information to help the family provide support to their student.

- Provide file(s) containing school information. (Premier will format and provide proofs for your approval)
- Provide a sequence for the information.
- May provide photos for use as filler (optional).

BACK COVER

Inside

The inside back cover is excellent for a campus map, for sharing important contact numbers, or for other critical information. Another photo page is also a valued option.

- Provide Instructions or sketch to designer.
- Provide Image of campus map, file of important contact number, or photo image(s)

Outside

The outside back cover generally has department contact information and a school logo, but it is also available for other important information or another photo page.

- Provide instructions or sketch to designer.
- Provide all text and image files.

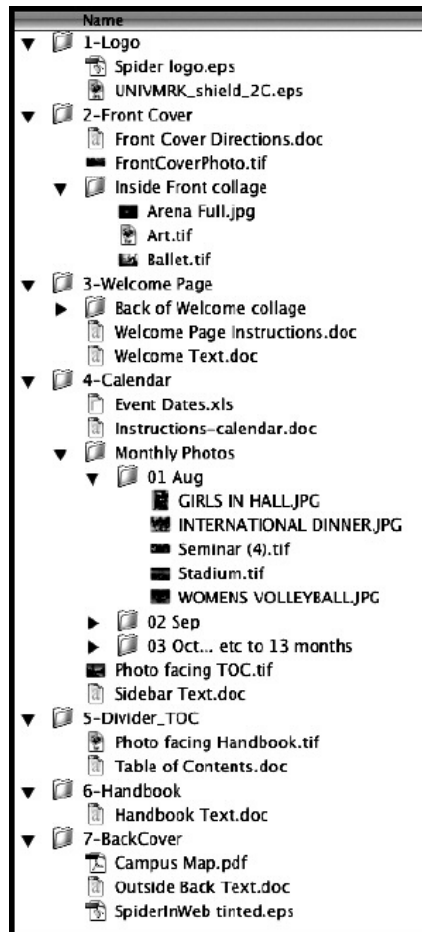
STEP 2: PREPARE

What

Premier will need:

Bundle all of your printouts, sketches, and a copy of this checklist along with your CD or DVD that contains all of your files and images. To help you better communicate your intentions; please create a file naming and folder structure similar to the example to the right.

Then put all of your materials into an overnight package ready to ship.



STEP 3: SUBMIT

SEND EVERYTHING TO:

Premier
Attn: Emily Bergstrom
400 Sequoia Drive Suite 200
Bellingham WA 98226

Then sit back and experience the Premier difference as one of our Design Professionals works directly with you. Just eight weeks from receipt of complete materials at Premier (9 weeks for Hawaii), your custom award-winning calendar will arrive at your dock.

QUESTIONS?

If you have any questions, please contact your Consultant at 1-800-221-1165.

For technical questions, contact:

Emily Bergstrom
Emily.Bergstrom@schoolspecialty.com
1-800-447-2034 x2556