

The many faces of yearbooks.

A multi-faceted opportunity that's worth a closer look.

Whether printed in full color on the Xerox® Color C60/C70 Printer, in black-and-white on the Xerox® D Series Copier/Printer or Printer, or a combination of the two, yearbooks offer new opportunities to grow your business.



Xerox® Color C60/C70 Printer



Xerox® D Series Copier/Printer

The Opportunity

The traditional school yearbook, filled with photos of smiling students, is still a popular application – but it's no longer the only definition of a yearbook. Youth sports leagues, community organizations, and businesses are just some of the prospective customers for “yearbooks” that serve as photo directories, commemorative albums, charity fundraisers, and more. It's a \$6 billion market in the U.S., and one that's fueled by digital printing's ability to print short runs with high-quality images.

The Xerox Advantage

To tap into this growing opportunity, consider the versatility of the Xerox® Color C60/C70 Printer and the Xerox® D Series Copier/Printer or Printer. The Xerox® Color C60/C70 Printer delivers high-impact color, while the Xerox® D Series Copier/Printer or Printer excels at economical black-and-white output. Together, they give you the advanced technology features, cost-saving productivity tools, and award-winning image quality to create yearbooks that will have a positive impact on your customers and your bottom line.

In fact, the output quality of these digital printers rivals nearly anything that an offset press can produce. From the simple to the complex, they deliver consistent results that are sure to please.

With common feeding and finishing, and the same type of user interface, the Xerox® Color C60/C70 Printer and Xerox® D Series Copier/Printer or Printer are also easy to use. So with minimal training, an operator can run both your color and monochrome devices, increasing productivity, optimizing resources, and adding new applications for a greater ROI.

Yearbooks

Application Brief

Production Notes

In this example, school photos and other content are used to create a memorable yearbook, with the versatility of different covers, attention-getting color, and economical black-and-white printing to meet different needs.

Workflow / Software:

Adobe® InDesign® CS5

Print Engine:

Color pages – Xerox® Color C60/C70 Printer

Monochrome pages – Xerox® D Series Copier/Printer or Printer

Finishing:

Inline, saddle-stitched booklet (11 x 17 in. / A3) with square fold and trim

Number of Pages:

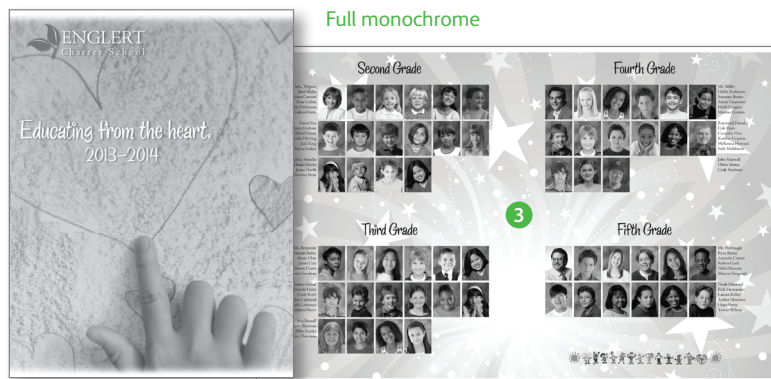
24 pages plus cover

Media:

Xerox® digitally optimized paper

Finished Size:

8.5 x 11 in. / A4



- 1 Photo-quality printing meets consumer expectations.
- 2 Yearbooks can be produced in full color, economical black-and-white, or with color covers and monochrome pages.
- 3 The format can be used for traditional school photography as well as youth sport teams, community events, business meetings, and more.

