



Article Side

Choosing the Right Yearbook Printing Company by [ExpresslyYours](#)

Article published on August 18th 2012 | [Book Marketing](#)

Is there anything more important than a yearbook? Yearbooks were in circulation before 1900 but were limited to elite schools who could afford the engraving processes. It wasn't until around 1939 that the process of offset lithography was introduced to the yearbook creation process, which opened up the market to schools of all types. Over the past several decades yearbook printing companies have faced many changes in production processes, bringing the books to the full color customizable options you find today.

Choosing a Company

How do you choose a good yearbook printing company? The first step is to look at your school or organization's needs. Are you a small school or homeschool that requires less than 100 copies? Perhaps your student body tops 500! In either case, you want a printing company that can meet your needs without penalizing you monetarily. Other considerations:

Color options- do you want black and white, color or a combination of the two?

Small print runs- some yearbook printing companies will not do short runs of less than 50 books

Personalization- do your students want a fully customized yearbook including embossed name?

End Sheets- try to find yearbook printing companies who offer free end sheets (blank sheets at end of book for signing)

Prototype- a good printing company will offer a sample prototype for your approval

Printing Considerations

When comparing yearbook printing companies you should consider their experience in the field. No one can argue that current technological advances have been good for desktop publishing but this also means that any fly by night company can claim to be a printing company. While you want a yearbook printing company who can employ the latest technology, you also want to work with people who have been in the business for more than five minutes and who understand the difficulties of designing a yearbook.

Paper choices, software options, pricing and cover options are also important considerations when choosing a Yearbook Printing Company. As you browse a company website or brochure, make note of these options. A good printing company should be able to provide you a quick quote based on a few simple questions about your yearbook.

Online Ordering

How easy is the site to navigate? Online ordering should be intuitive as well as secure without any hidden fees or complications. Most sites will offer you a simple quote process through which they will assess your needs and wants then provide you with a detailed contract for service. Read this document very well! In some cases, you may be required to make a deposit on the order or provide a credit card for future billing.

Final Thoughts

Whether your Yearbook is for elementary, high school, college or even a military "cruise book" that documents the highlights of deployment you want a company that offers reasonable pricing, experience in the field, quality products, final approval and a range of creative options. The internet is a great place to begin your search, keeping the above qualifications in mind.

Article Source:

<http://www.articleside.com/book-marketing-articles/choosing-the-right-yearbook-printing-company.htm> - [Article Side](#)

[ExpresslyYours](#) - About Author:

Expressly-Yours specializing in high school yearbooks, middle school yearbook, a [Yearbook Ideas](#), year book covers, cruise books and printing yearbooks at an affordable price. Expressly-Yours leads the industry in offering quality school a [Yearbooks Covers](#) and innovative school yearbook ideas that delight students and families.

Article Keywords:

Yearbook Printing Company, Yearbook, Yearbook Ideas, Yearbooks Covers

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!