

How to Create a Souvenir Journal

*Practical, how-to guidance
for increasing profits
through improved print production*

**Created by the Souvenir
Journal Experts...**

Ace Printing Company, Inc.

**Serving The Fund Raising
Community and
Not-For-Profit Organizations**

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Step **1**

Planning

When it's time to produce your souvenir journal, call your printer and everyone involved to set up a preliminary team meeting. Through team planning of the souvenir journal, print and production headaches can be eliminated.

It is important to take into account **all** of the various factors that will influence the final project:

Organize, plan, and execute every step just so.

1. Purpose of Journal - Honor, Fundraiser, Inform.
2. Committee Members:
 - Chair - The person who can best coordinate everything
 - Ad Sales - Who and how are they going to be done
 - Ad Collection - System for tracking ads
 - Treasurer - System for tracking payments
 - Printer Liaison
 - Proofreading
3. Style of Book - Quantity, size
4. Date Needed
5. Follow-up for next journal

The problem with planning is that all your decisions rely on something else. You can't plan an accurate page count until you know how many ad spaces are sold. You won't know if you need a varnish until you've decided on ink color and coverage. You aren't able to set an ad closing date until you work backwards from your delivery date.

Step **1**

Planning

If you work closely with your printer and all those on the journal team before the project gets going, you'll save money, time and headaches.

How much do you need to know about printing? **Not a blessed thing.** The printer should be involved as the expert.

Plan out and write down the following specifications. If you are missing information, that's O.K. Just bring what information you have to the preliminary team meeting. Also, bring a sample and the final specifications from any previous souvenir journal.

Thorough planning will result in less headaches and a higher return on your investment.

Preliminary Specifications:

Fundraising Goal \$ _____

Est. Pages _____ List of Non-Revenue Pages _____

Est. # of Ads (by size) _____ Costs per Ad (by size) _____

Ad Cut Off Date _____

Final Layout Date _____

Delivery Date _____

Colors _____ Paper _____

Style _____ Binding _____

Communications & Tracking

Communication among everyone involved is a definite key to eliminating problems. At the preliminary meeting, prepare a Key Contacts List, list the names of the individuals, their responsibilities and day, evening and fax numbers. Make sure everyone on the team including your printer has a Key Contacts List.

The best means to communicate a change on the journal during the production process is in writing, via fax or email. Avoid giving copy corrections over the phone. If they are written there will be less chance of spelling errors. ***Put it in writing whenever possible.***

Every year that you produce a souvenir journal brings you new insight. Consider what you would have done differently or what you wish your printer had done differently on the last one. Make a list of what you saw as problems and share them with everyone this year.

Answer these questions to help you clarify problem areas.

Did the ad pages flow between you and your printer on an even schedule?

Was the information your printer had current? If not, how could that be improved? Did we use an ad tracking sheet?

Was your printer slow in processing the ad pages and sending proofs back to you?

Did your printer help with creative and production direction?

Communications & Tracking

Were the proof corrections made accurately to your requests?

How well were requests for rush work received?

Was the journal finished on time and delivered to the correct location?

Ad Blanks Sheets

- Send benefactors from previous journals an Ad Blank with a copy of their ad with a line that says:

APPROVED AS IS

This means the exact same ad will run as in the previous journal.

- Include committee officers names on Ad Blanks. Many people will donate simply because they know someone associated with your organization.
- The name and address of where to mail Ad Blanks as well as who solicited the ad should be prominent.

Ad Tracking Sheets

Constant knowledge of how many ads have been sold is key to maintaining a schedule and producing a correct journal. This will also allow the committee to know who has purchased ads, so that they may follow up promises made. Whether you prefer creating the ad tracking sheet on your computer or keeping the list manually is really just a matter of personal preference.

Step 2

Communications & Tracking

The following format is one of the best to work with, as it allows the counting of Ads and Ad revenue very easy. Whatever system you choose make sure you are supplying your printer with an updated copy each time you bring additional Ad copy. You should create one sheet for each type of ad. (i.e. - Gold, Silver, Full, etc.)

Gold - List Name of Company or Individual purchasing the ad & money received

1.	XYZ Company	\$	2,000
2.		\$	
3.		\$	

Silver- List Name of Company or Individual purchasing the ad & money received

101	Laredo, Inc.	\$	1,000
102		\$	
103		\$	

Full- List Name of Company or Individual purchasing the ad & money received

201	Newtel Corp.	\$	500
202		\$	
203		\$	

Half- List Name of Company or Individual purchasing the ad & money received

301	Ace Printing Co.	\$	250
302		\$	
303		\$	

1/4- List Name of Company or Individual purchasing the ad & money received

401	Anabooks	\$	75
402		\$	
403		\$	

1/8- List Name of Company or Individual purchasing the ad & money received

501	Springdale	\$	75
502		\$	
503		\$	

Patron - List Name of Company or Individual purchasing the ad & money received

601	Gatewood, Inc.	\$	25
602		\$	
603		\$	

Step 3

Creativity

Creativity is an important aspect of your journal. The benefactors are counting on you to ensure that their ad and the journal are visually appealing. Some organizations have outside designers set the style of the book. However, an outside designer can be costly. A good printer will be able to lay out and design the journal through its creative services department. We generally prefer handling all design in-house to keep your costs down and tighter controls on the project.

When considering design, keep these points in mind:

Keep the style of the design consistent throughout.
Don't make every page look completely different.

Limit your typefaces to only three or four for the entire book (aside from supplied artwork.)

Screens of color and gradation of color do not reproduce well and should be avoided.

Don't overdesign. Simple is usually more pleasing to the eye and easier to read.

Step 4

Quality

The quality of the final printed journal is always of the utmost importance. Today's printing companies and electronic publishing centers have very sophisticated equipment that can easily produce a high quality job. **Never sacrifice quality.**

To keep the quality of the journal at its highest consider:

When proofreading, give the responsibility to someone in the organization who is familiar with the names and their spelling.

Always write corrections in red ink.

We always recommend varnish on any metallic covers and solid metallic pages to prevent scratching and fingerprints.

Avoid gold, silver, and metallic papers. They are costly, difficult to print on and can only be printed in black ink. Instead, print the white paper with metallic inks. It will look richer in color.

Use a color ink instead of black. It will add a feeling of quality to your book with very little increase in cost.

Judge a book by its cover... create a pleasing one.

Step 5

About ACE Printing Company, Inc.

Since 1927, ACE Printing Company, Inc. has been providing not-for-profit organizations with innovative information and quality printing that enables them to produce superior fund raising souvenir journals while saving time and money. It's the years of experience in producing souvenir journals that has made ACE Printing Company the Souvenir Journals Experts.

ACE Printing Company's success is due in large part to our employees' expertise and consultative nature of working with our clients.

Our Number 1 reason for sitting down with our clients at their preliminary meeting is to consult with them to reach their financial goals for the journal.



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