

Best  
Contest

Win

**a \$1000 scholarship and a computer for the yearbook staff!**

Yearbook Business Manager Contest



# Think

**you've got what it takes to be the best?**  
Become one of the best yearbook business managers across the country  
and you could win one of these awesome prizes:

**Fill out the attached entry form throughout the year and submit by April 1, 2007. The contest will be judged on the following criteria:**

1. Your execution of the four sales and marketing phases as outlined in the Yearbook Business Manager's Guide.
2. Your efforts to go above and beyond to creatively enhance the existing promotional phases in your own way. Be sure to include any custom materials you create for phases with your entry form.
3. Your ability to set and work within your budget and meet sales and revenue figures. You will need to submit a financial worksheet, either from Yearbook Avenue or from your Yearbook Business Manager CD.
4. Increasing your yearbook sales. You will need to track and include the number of yearbooks sold at each phase of your campaign.

## Contest Rules

1. NO PURCHASE NECESSARY TO ENTER OR WIN; A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. Jostens' Yearbook Business Manager Contest (the "Contest") is open to all legal residents of the fifty (50) United States, District of Columbia and Canada (except Quebec) who are currently enrolled full-time in a public or state-accredited private or parochial school in grades 9-12 in good standing and serving as business manager of their school yearbook. Employees (and their immediate families and household members, whether or not related) of Jostens, Inc. ("Jostens") and its respective subsidiaries, affiliates, advertising or promotion agencies (collectively, the "Sponsors") are not eligible to enter or win this Contest. Void where prohibited. Contest is subject to all applicable federal, state, provincial and local laws. All entrants who are under the age of Eighteen (18) or minors at the time of entry must have the permission of at least one (1) of their parents and/or legal guardians to enter. By entering the Contest, entrants and/or their parents or legal guardians (if such entrants are minors) agree to accept and be bound by all terms of these Official Rules and Regulations ("Official Rules").

2. HOW TO ENTER: From Monday, July 24, 2006 through Monday, April 2, 2007 (the "Promotional Period"), Jostens will conduct a national contest focusing on identifying the best high school yearbook business managers. To enter, participants must complete the official Jostens Yearbook Business Manager Contest Application and Permission Form ("Official Entry Form") found in the Contest Book available from Jostens or at the Contest page of the Jostens.com website, located at [www.jostens.com/yearbook/businessmanagercontest.asp](http://www.jostens.com/yearbook/businessmanagercontest.asp) (the "Website"), with all required information during the Promotional Period. All entries must be sent to: "Jostens Yearbook Business Manager Contest", P.O. Box 386090, Minneapolis, MN 55438-6090. To be eligible, all entrants must provide the Official Entry Form (including the signed permission from the entrant's parent or legal guardian if the entrant is under the age of 18 or a minor), and a completed Contest Book, including the completed pages for Phases One - Four, via U.S. Mail only. Entries must be postmarked no later than Monday, April 2, 2007, and received by Monday, April 9, 2007. All entries must be submitted in the name of an individual person and prizes will only be awarded to the person whose name is on each winning entry, regardless of other circumstances. Entries must be the entrants' original work and all entries become the property of Sponsors, will not be acknowledged or returned and may be used by Sponsors in any manner or media in perpetuity without compensation. The Official Entry Form and accompanying submissions must be written in English. Limit one (1) entry per person/school. Multiple entries from any person and/or duplicate entries will be deemed void. No mechanical reproductions, online entries, or facsimiles will be accepted by Sponsors and all such entries will be void. Sponsors are not responsible for misdirected, inaccurate, incomplete, lost, late, delayed, undelivered, postage-due, damaged or illegible entries, and all such entries will be void. Sponsors are also not responsible for technical, hardware, or software failures of any kind, or other errors or problems which may occur in connection with or relating to the Contest, whether computer, network, technical, mechanical, typographical, printing, human or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prizes, in any Contest-related materials or that may limit prize fulfillment or a participant's ability to enter the Contest. Sponsors reserve the right, in their sole discretion, to cancel, modify or prematurely conclude the Contest should any computer virus, malfunction, fraud, tampering, unauthorized intervention or other cause beyond their control corrupt the administration, security or proper operation of the Contest. If the Contest is cancelled, Sponsors may, in their sole discretion, judge all eligible entries received up to time of such action using the judging procedures outlined below to determine the Winners. False or deceptive entries or acts will render the entrant ineligible, and Sponsors reserve the right to disqualify any entrant (and void his/her entry) who attempts to undermine the legitimate operation of the Contest by tampering with any Website mechanism, acts in a disruptive manner or violates these Official Rules. Any attempt by an individual to deliberately damage or undermine the legitimate operation of the Contest may be in violation of criminal and civil laws. Should such an attempt be made, Sponsors reserve the right to seek remedies and damages (including attorneys' fees) from any such person(s) to the fullest extent of the law, including criminal prosecution.

3. JUDGING: Twenty-five (25) Semi-Finalists (the "Semi-Finalists") will be selected by a panel of Jostens staff members on or around April 16, 2007 from all eligible entries received by the date specified above, based equally upon the following criteria: originality, creativity and how well the sales and marketing phases outlined in the Contest Book are executed. The decisions of the judges will be final and binding on all entrants. The odds of being a Semi-Finalist will depend on the total number of eligible entries received during the Promotional Period. Sponsors reserve the right to choose fewer than twenty-five (25) Semi-Finalists if, in their sole discretion, they do not receive a sufficient number of eligible and/or qualified entries. On or around April 18, 2007 Semi-Finalist entries will then be judged by a panel of experts to determine the top three Semi-Finalist entries to be named as the winners (the "Winners"), based upon the same criteria listed above. In the event of a tie in either round of judging, an additional "tie-breaker" judge will determine the Semi-Finalist(s) and/or Winner(s) from among all such tied entries using the judging criteria above. The decisions of the Sponsors and judges will be final and binding on all matters.

4. WINNER NOTIFICATION: Potential Winners will be notified by Sponsors within approximately two (2) days of determination either by the telephone number or e-mail address provided on his/her Official Entry Form. Winners must also meet all eligibility requirements, including the execution and return of all necessary releases. In the event any potential Winner is a minor, the scholarship portion of the prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on Winners set forth herein. Potential Winners (and/or their parents or legal guardians if such entrants are minors) may each be required to provide proof of identity, address and birth date, as well as execute and return an affidavit of eligibility, tax acknowledgment form, liability release and, except where prohibited by law, publicity release within three (3) days of date of issuance either via facsimile or US registered mail in order to claim the prize. If any potential Winner fails to do so or if: (i) any prize notification is returned as undeliverable, (ii) a potential Winner or yearbook staff declines his or her prize, or (iii) a potential Winner is determined to be ineligible for any reason, such potential Winner will be disqualified and, at Sponsors' sole discretion, a runner-up will be notified.

5. PRIZES: Three (3) Winners (First, Second and Third Place) will each receive a Yearbook Business Manager scholarship and the choice of an Apple® or Dell® desktop computer for the yearbook staff. First Place, Second Place and Third Place scholarship values are \$1,000, \$750 and \$500, respectively. Dell computer, model OptiPlex GX-620, includes a 17" flat screen and CD-RW; Approximate Retail Value is \$ 1,000.00. Apple computer is a Power Mac G5 desktop model and 17" flat screen; ARV: \$1,500. TOTAL ARV OF ALL THREE (3) PRIZES: Four Thousand Seven Hundred Fifty Dollars (\$4,750.00). Actual value of the computer prize may vary based upon computer brand awarded. Sponsors reserve the right to substitute a prize of comparable or greater value in the event a described prize, or any portion thereof, is unavailable for any reason whatsoever. Scholarships will be paid by check to the winner and/or their parents or legal guardian upon receipt of a paid tuition fee statement from an accredited educational institution. Receipt of this scholarship may negate or otherwise effect the financial aid the student receives from other sources. Winners and/or their parents or legal guardians are responsible for the reporting and payment of all federal, state and local taxes incurred by acceptance and use of the prize (or any portion thereof).

6. GENERAL RULES AND REGULATIONS: By entering this Contest, entrants (and/or their parent or legal guardian): (i) agree to be bound by the decisions of Sponsors and judges which are final and binding in all matters; (ii) grant Sponsors and their designees the right, unless prohibited by law, to use their names, cities and states of residence, voices, pictures and likenesses, without compensation, notification or permission, for the purpose of advertising and publicity in any and all media, now or after known, throughout the world in perpetuity; and (iii) acknowledge and agree that Jostens will own and administer 100% of the copyright in all entries submitted and may exploit, edit, modify, and distribute the entries and all elements of such entries, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media, now or hereafter known throughout the world in perpetuity without limitation at no additional notification or permission of entrants, their parents or legal guardians or any third party. In addition, entrants (or their parents or legal guardians if such entrant is a minor) forever waive and relinquish all so-called "moral rights" ("droit moral") now or hereafter recognized. Sponsors, expressly disclaim any responsibility and entrants (or their parents or legal guardians if such entrant is a minor) agree to release, indemnify and hold Sponsors harmless for liability, damages or claims for injury or loss to any person or property (including death) relating to, in whole or in part, directly or indirectly, participation in this Contest, the acceptance and/or subsequent use or misuse of any of the prizes awarded claims based on publicity rights, defamation or invasion of privacy. Sponsors are not responsible for any injury or damage to persons or property which may be caused directly or indirectly, in whole or in part, from the downloading of any material from the Website, regardless of whether the material was prepared by Sponsors or a third party, and regardless of whether the material is connected to the Website by a hypertext link. Sponsors further assume no liability either for the cancellation, modification or premature conclusion of the Contest for any reason or through the acts or defaults of any company or person providing any prize. All such losses or expenses must be borne by the affected participants, entrants and/or Winners.

7. OFFICIAL RULES AND WINNERS' NAMES REQUESTS: For a copy of these Official Rules, log onto the Website. For a list of the Winners' Names, send a self-addressed, stamped envelope to the following address beginning April 20, 2007: "Jostens Yearbook Business Manager Contest" Winners' List, P.O. Box 386090, Minneapolis, MN 55438-6090. Requests received after July 20, 2007 will not be honored.

8. PRIVACY: Information entrants provide to Sponsors will be used to communicate with entrants regarding this Contest and otherwise as set forth in these Official Rules. By submitting an entry all entrants acknowledge and agree that the personal information that they have provided will be maintained by the Sponsors and/or those responsible for administering the judging, all in accordance with the Sponsor's Privacy Statement available at [www.jostens.com](http://www.jostens.com) by first clicking on the "Legal Notices" link and, second, clicking on the "Privacy Policy - U.S." link.

9. DISPUTES: Each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any prizes awarded, shall be resolved individually, without resorting to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of Minnesota; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsors in connection with the Contest, shall be governed by, and construed in accordance with the laws of the State of Minnesota, without giving effect to any choice of law or conflict of law, rules or provisions (whether of the State of Minnesota or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Minnesota.

10. SPONSOR: This Contest is sponsored by Jostens, Inc., 3601 Minnesota Drive, Suite 400, Minneapolis, MN 55435. Sponsor reserves the right to cancel the Contest at any time and substitute another promotion in its place.

NOTICE TO INDIVIDUALS - REMOVAL FROM MAILING LIST: Any individual (or other duly authorized person) may elect to exclude the name and address of that individual from all lists used by Jostens to mail contests or sweepstakes information. To elect to have an individual's name excluded from all such Jostens' lists, submit a removal request in writing to: Business Manager - Contests, Jostens, Inc., 3601 Minnesota Drive, Suite 400, Minneapolis, MN 55435.

- 1st Place** • \$1,000 scholarship for the Yearbook Business Manager  
• Apple or Dell computer for the yearbook staff
- 2nd Place** • \$750 scholarship for the Yearbook Business Manager  
• Apple or Dell computer for the yearbook staff
- 3rd Place** • \$500 scholarship for the Yearbook Business Manager  
• Apple or Dell computer for the yearbook staff

# Jostens Yearbook Business Manager Contest

## Official Entry and Permission Form

**Deadline:** Entries must be postmarked by Monday, April 2, 2007 and received by Monday, April 9, 2007.

**How to Enter:** Use this Official Entry Form. Legibly print information in blue or black pen. Include the completed Contest Book, including the pages for Phases One-Four and send by regular postal mail to: Jostens Yearbook Business Manager Contest, P.O. Box 386090, Minneapolis, MN 55438-6090.

**All fields must be completed in order for the entry to be considered.**

Student Information:

First Name: \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name: \_\_\_\_\_

Date of Birth: Month: \_\_\_\_\_ Date: \_\_\_\_\_ Year: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip code/Postal Code: \_\_\_\_\_

Telephone Number: ( \_\_\_\_\_ ) \_\_\_\_\_

Student's E-mail Address: \_\_\_\_\_

Name of High School: \_\_\_\_\_ Adviser Name: \_\_\_\_\_

High School Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip code/Postal Code: \_\_\_\_\_

High School Telephone Number: ( \_\_\_\_\_ ) \_\_\_\_\_

Student's Current Year in High School (circle one): 9th 10th 11th 12th Adviser Name: \_\_\_\_\_

**To be completed by Parent/Guardian if entrant is under 18 years of age:**

Parent/Legal Guardian's First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_ Last Name: \_\_\_\_\_

Parent/Legal Guardian's Home Street Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip Code/Postal Code: \_\_\_\_\_

Parent/Legal Guardian's Home Telephone Number: ( \_\_\_\_\_ ) \_\_\_\_\_

Parent/Legal Guardian's Work Telephone Number (if available): ( \_\_\_\_\_ ) \_\_\_\_\_

Parent/Legal Guardian's Cell Telephone Number (if available): ( \_\_\_\_\_ ) \_\_\_\_\_

Parent/Legal Guardian's E-mail Address: \_\_\_\_\_

**Both the Entrant and his/her Parent or Legal Guardian (if Entrant is a minor) need to sign below in order for the entry to be considered.**

**Student's Signature:** \_\_\_\_\_

By signing this form, I represent and warrant that: (i) the attached entry materials is my original, previously unpublished work, (ii) I give consent to the Sponsors to verify my current standing in high school, (iii) I have carefully read and agree to the terms of this Entry Form/Release, and (iv) I have carefully read and agree to be bound by the Official Rules of the Contest. I acknowledge and agree that upon my entry in this Contest, Jostens will own and administer 100% of the copyright in my essay, with the perpetual right to use such entry in any manner in any and all media. I further agree to assume the risks of participating in this Contest.

**Parent or Legal Guardian's Signature:** \_\_\_\_\_

By signing this form, I represent and warrant that: (i) the attached entry materials is my child's original, previously unpublished work, (ii) I give consent to the Sponsors to verify my child's current standing in high school, (iii) I have carefully read and I agree to the terms of this Entry Form/Release, and (iv) I have carefully read and agree to be bound by the Official Rules of the Contest. I acknowledge and agree that upon my child's entry in this Contest, Jostens will own and administer 100% of the copyright in his/her essay, with the perpetual right to use such entry in any manner in any and all media. I agree to assume the risks of participating in this Contest on behalf of myself and the minor named herein.

No purchase necessary to enter or win.

A purchase does not increase your chances of winning. Subject to Official Rules. Contest open to all legal residents of the 50 US & DC and Canada (except Quebec) who are currently enrolled full-time (and in good standing) in a public or state-accredited private or parochial school, grades 9-12 and serving as business manager of their school yearbook. Visit [www.jostens.com/yearbook/businessmanagercontest.asp](http://www.jostens.com/yearbook/businessmanagercontest.asp) for Official Rules, prize and entry information. Entries must be postmarked by April 2, 2007 and received by April 9, 2007. Approximate total value of prizes is \$5,250.00. Details, qualifications and conditions for participation may apply. Void where prohibited.









# Financial worksheet

## Attach your financial worksheet

*Either from Yearbook Avenue or from your Yearbook Business Manager CD.*

How did you arrive at these numbers?

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Did you do anything special to the book this year that you needed to pay for?

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How does this year's budget compare to last year's budget?

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How many books did you sell and order in 06? \_\_\_\_\_

How many books did you sell and order in 07? \_\_\_\_\_

Personalization Lines sold in 2006? \_\_\_\_\_ Icons sold in 2006 \_\_\_\_\_

Personalization Lines sold in 2007? \_\_\_\_\_ Icons sold in 2007 \_\_\_\_\_

