



FLYER DESIGN WORKSHEET

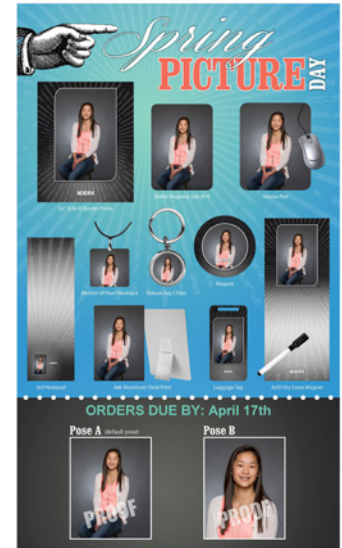
Questions to answer before beginning the flyer design process

1. Are you doing a pre pay flyer or a proof plan? A pre pay is handed out several days before picture day and shows generic samples images. A proof plan is produced after the photos are taken and contains the actual student images in the products.

Answer:



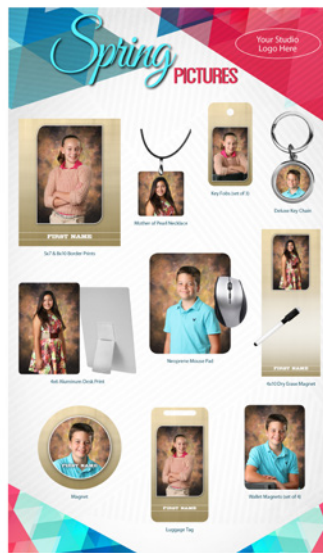
Pre Pay
Stock Images



Proof Plan
Student Images

2. Are you photographing Green Screen or JPEG? How you photograph a job affects how we setup and design your flyer. You must be approved for green screen before submitting a flyer design request or we cannot proceed with your order. Green screen testing and library setup can take a few weeks, so don't wait!

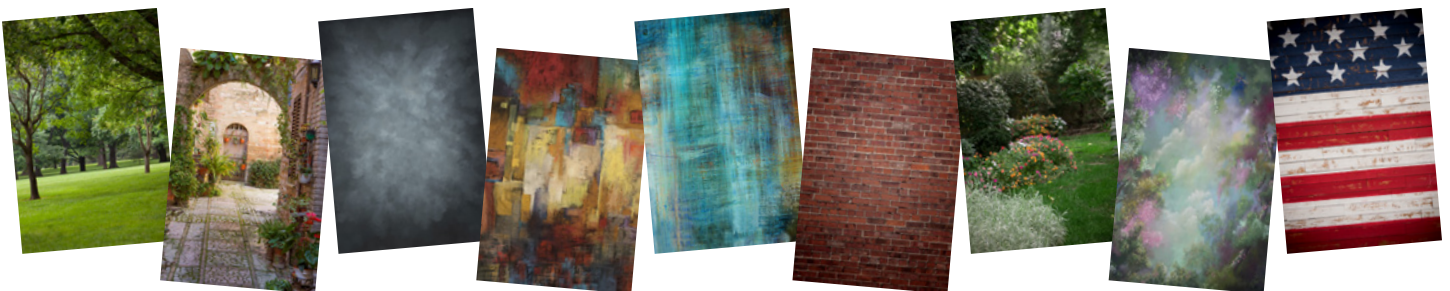
Answer:



JPEG



Green Screen



3. What flyer theme are you going to use? Our flyer themes are pre-designed flyers available for you to use as a base for your own flyer. Our designs can be used as is or you can have us customize them to your studio needs.



Answer:

4. What are you going to offer for main packages? How many main packages do you want to offer? What will each of those packages contain? How much are you going to charge? Our flyer package configurations are setup to be used as is or customized to your needs.

<p>Image on CD INCLUDED!</p> <p>PACKAGE A \$39 A1</p> <p>2 - 8x10 4 - 5x7 2 - 3½x5 4 - 2½x3½ Wallets 16 - Exchange Wallets 1 - Image on CD</p> <p>A</p> <p>Package A +8 BONUS WALLETS</p> <p>\$48</p>	<p>Most Popular</p> <p>PACKAGE B \$28 B1</p> <p>1 - 8x10 2 - 5x7 2 - 3½x5 4 - 2½x3½ Wallets 8 - Exchange Wallets</p> <p>B</p> <p>Package B +8 BONUS WALLETS</p> <p>\$37</p>	<p>PACKAGE C \$25 C1</p> <p>1 - 8x10 2 - 3½x5 4 - 2½x3½ Wallets 8 - Exchange Wallets</p> <p>C</p> <p>Package C +8 BONUS WALLETS</p> <p>\$34</p>
<p>PACKAGE D \$22 D1</p> <p>2 - 5x7 2 - 3½x5 4 - 2½x3½ Wallets 8 - Exchange Wallets</p> <p>D</p> <p>Package D +8 BONUS WALLETS</p> <p>\$31</p>	<p>PACKAGE E \$18 E1</p> <p>1 - 5x7 2 - 3½x5 8 - Exchange Wallets</p> <p>E</p> <p>Package E +8 BONUS WALLETS</p> <p>\$27</p>	<p>PACKAGE F \$12 F1</p> <p>2 - 3½x5 8 - Exchange Wallets</p> <p>F</p> <p>Package F +8 BONUS WALLETS</p> <p>\$21</p>

Answer/Notes:

5. Do you want to offer a package bonus product? You will want to review your options for opting in and opting out. H&H flyers show you how to “opt in” with a bonus wallet package. Also keep in mind offering this as an “opt out” format.

Image on CD INCLUDED!

PACKAGE A \$39

- 2 - 8x10
- 4 - 5x7
- 2 - 3½x5
- 4 - 2½x3½ Wallets
- 16 - Exchange Wallets
- 1 - Image on CD

A1

Package A
+8 BONUS
WALLETS

\$48

Opt In Example

Package C12 **\$44**

- 1 - 8x10
- 2 - 5x7
- 2 - 3x5
- 12 - Deluxe Wallets
- 8 - Small Wallets

Includes
Retouching &
12 Deluxe
Wallets

C1 - Pkg C12 without retouching - \$39
C2 - Pkg C12 without 12 deluxe wallets - \$40
C - Pkg C12 without retouching & 12 deluxe wallets - \$30

Opt Out Example

Answer:

6. What additional products are you going to offer? Does your customer have to purchase a package to get additional product or will they be offered a-la-carte? Consider the add-ons that are currently shown on the stock flyer and decide if you want to adjust your product offering. Also consider if you want to require your customers to purchase a package before ordering an add-on product.



ADD ON ITEMS

Pkg.	Qty.	Description	Price
G	1	8x10 Gallery Mat	\$14
H	1	8x10 Calendar	\$14
J	1	4x6 Metal Desk Print w/ Easel Back	\$19
K	1	Deluxe Key Chain	\$12
L	1	Luggage Tag	\$9
M	1	3" Round Magnet	\$9
N	1	Bottle Cap Necklace	\$15
P	1	Mouse Pad	\$15
Q	3	Key Fobs	\$8
T	1	Dog Tag w/Chain	\$10
U	1	4x10 Dry Erase Locker Magnet	\$15
W	16	Exchange Wallets	\$12
Y	1	Image on CD (unlimited copyright release)	\$15
Z	2	3x9 Notepads	\$15
3	8	2½x3½ Wallets	\$12
4	4	3½x5	\$12
5	2	5x7	\$12
6	1	8x10	\$12
7	1	10x13	\$19
R	1	Image Retouch Service (removes blemishes only)	\$6
S	1	Senior facial retouch (removes blemishes, stray hairs, softens lines & eye bags, tones down facial shine. Order this for extensive acne)	\$15

? Add-On Items may only be ordered with the purchase of a Package A-F. ?

Information completely. Add-on Items may only be ordered with the purchase of a package.

Parent Information	Pkg.	Print Packages	Qty.
	A	Package A	
	A1	Pkg. A1 (BONUS)	
	B	Package B	
	B1	Pkg. B1 (BONUS)	

Answer:

7. What product theme are you using? For products that use a design, you will want to choose a theme for each of those products. Product themes can match the flyer design or they can be switched out to show your theme of choice. We recommend only using one product theme across a single flyer design.



All American



Academy



Gold Grunge



Impact Pro



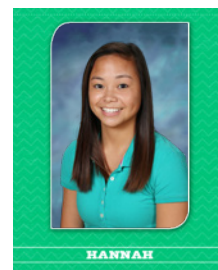
Handmade Paper



Spring Fling Flyer Design



Matching Academy Templates



Answer:

8. Are you going to offer online sales? If you are going to offer online sales through hhlImageHost, you will want to add that information to your flyer. Also consider having the H&H design team set up your flyer as a pricelist on hhlImageHost.



Answer:

9. Have you set up your packages in hhschools? Before beginning flyer design, we request that you set up your packages and pricing in hhschools. We use this information to build your customized flyer design. If you don't know where to start, the pre-built package definitions for every flyer are available on our website.

The screenshot shows the h+h color lab website interface. At the top left is the logo. Navigation links include 'BECOME A CUSTOMER', 'CUSTOMER LOGIN', and 'SOFTWARE'. A search bar is present. The main menu has categories: 'STUDIO', 'SCHOOLS', 'SPORTS', 'CONNECT', and 'SUPPORT'. Below the menu, there are links for 'Schools', 'Pre-Pay, Proofing & Online Sales', 'Pre-Pay', 'Pre-Pay Flyers', and 'Resources'. The 'PRE-PAY FLYERS' section is active, showing a sidebar with 'Details', 'How to Order', and 'Resources'. The main content area is titled 'PACKAGE DEFINITIONS' and contains the text: 'If you plan to use one of our stock flyer designs, save time setting up your packages in hhschools by downloading the package definition XML files here. Use them as is or modify them to suit your needs!'. A green button labeled 'Pre-pay Flyer Package Definitions' with a download icon is visible.

The screenshot shows a dark-themed interface for setting up a package. It includes the following fields:

- Package Definition:** A dropdown menu with 'A' selected.
- Package Name:** A text input field containing 'Package A'.
- Package Price:** A text input field containing '\$ 39'.
- Commission:** A text input field followed by a '%' symbol.
- Lab Costs:** A text input field starting with '\$'.

Below these fields is a table titled 'PRODUCTS':

Qty	Description
2	8x10
2	2-5x7
1	2-3.5x5
1	4-Wallets
1	16 Exchange Wallets
1	Image CD

Answer/Notes: