

FNF 2011 Custom Cover Order Process

After purchasing an FNF custom cover, your team's objectives are to decide which players or coaches will be featured, choose the headlines, and decide if there will be any secondary graphics used.

First, choose one of the following types of photos:

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| <ul style="list-style-type: none">• Entire Team | Includes the entire team, possibly coaches. Preferable to arrange players in at least three or four rows, because the orientation of the magazine layout is vertical. If the players are stretched out in a more horizontal arrangement, then they will appear much smaller on the cover, and there will be a lot more extra space above and below the photo. |
| <ul style="list-style-type: none">• Large Group | A group of about 10 to 15. For example, an offensive line, a defensive backfield, or a wide receiver corps. This photo should be aligned above eye level, so their entire bodies appear in the photo. It should also be aligned vertically, to make the best use of the space on the cover. |
| <ul style="list-style-type: none">• Medium Group | A group of about five to eight. For example, an offensive line, a defensive backfield, or a wide receiver corps. This photo should be aligned vertically, to make the best use of the space on the cover. |
| <ul style="list-style-type: none">• Small Group or Single Person | One, two or three people who define the personality of the team, or who possess the most star power. For example, an offensive backfield, or players of a specific position. Poses should be compact -- "posing in a phone booth" -- to leave room for headlines. |

NOTE: Photos should be about 3000 pixels in height (or more) in order to print at a high quality.

Next, compose the main headline.

This usually consists of the high school and team name, followed by either a team slogan or season mission. It should be summed up in three to five words.

Then, choose the secondary headlines or graphics.

There is room on a custom cover for one, two, or three secondary headlines; or a graphic and one or two secondary headlines.

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| <ul style="list-style-type: none">● Secondary Headline | Secondary headlines can be anywhere from about five to eight words. It's preferable to keep the words about the same length, so one line isn't awkwardly longer than another. |
| <ul style="list-style-type: none">● Graphic | This optional spot is available for a team logo, a special graphic, or an inset photo. |

NOTE: When available, logos and graphics should be provided as vector art (PDF, EPS, AI). If not, high-resolution scanned artwork is acceptable. Images from the Web are not usable.

You also receive three additional cover pages.

- The Inside Front Cover
- The Inside Back Cover
- The Back Cover

Additionally, your school receives the Inside Front Cover, Inside Back Cover and Back Cover to utilize at your discretion. These pages must be supplied by you to the FNF staff as "camera-ready art", meaning the pages have been designed and approved on your end before being sent to FNF for placement on the cover positions. We will insert these pages, they could be designs or advertising, into the open page slots. We will send you a proof for your approval before we go to print.

If you require design assistance with any of these pages, please understand a design fee may be applied. Discuss this with your FNF representative as soon as possible if you have any questions.

Thank you for your participation in the Custom Cover Project. We will make sure to deliver a product that you are thrilled with.