

THE FINAL STEP: DESIGNING YOUR COVER

Visit www.customcoverproject.com

Now that your school has achieved 300 magazine sales (congratulations again!), it is time to prepare to design cover positions. Once you have provided FNF with the necessary materials (photos, words, PDFs), FNF will be able to complete the project in 5-7 working days.

At this time, FNF will outline the next steps. Please remember, when you are ready to start sending files head to www.customcoverproject.com, scroll down to “No. 4 Design” and select [CLICK HERE](#) to plan out your cover, page by page. This is the most efficient way to provide FNF with the files and photos necessary to complete your cover. Here is an overview of what the web site will require regarding the design process: FNF COVER DESIGN ORDER PROCESS.

In the meantime, here are the answers you need to ask yourself and answer before FNF tackles your cover designs:

1. What am I going to place on each cover?

o **Front Cover (1 page):**

- Use the “Design” section of www.customcoverproject.com to select your layout choice.
- Hint: You will need to provide FNF with the following items in order for FNF to design your cover:
 - Main photo or photos to appear on the front cover
 - Slogans and other words to appear on the front cover
 - Team logo

a. **Inside Front Cover, Inside Back Cover and Back Cover (3 pages):**

- i. Use the “Design” section of www.customcoverproject.com to select your layout choice for each page.
- ii. These files should be provided to FNF as a press-ready PDF file, meaning someone at your school or a local designer (maybe the individual that does your game program) should provide the finished piece. FNF will review the file once received to confirm that it meets FNF’s requirements.
- iii. Hint: The final trim size of FNF magazine is 10” x 12”. The individual designing these pages must utilize the FNF PAGE SPECIFICATIONS document (see attachment please). This ensures that they design to FNF’s requirements. This is very important.
- iv. If you do not have design resources available, FNF will design these pages for you but a design fee maybe be charged.

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2. Who is going to take our photos?

- a. You are required to provide FNF with the images for the front cover, and other cover pages (Inside Front Cover, Inside Back Cover, Back Cover).
- b. Please work with either your school photographer or a local contact (photographer and newspaper are our top suggestions) to arrange your player photo shoot.
- c. Hint: do not take the photo with a standard digital camera or phone. These cameras cannot produce quality cover photos. FNF's advice is to find someone in the photography business and barter with them to assist you in the project. You can provide them with a photo credit in the magazine and also a print advertisement on one of the cover positions if necessary.

3. What type of details and instructions do I need to provide to the photographer regarding the photo shoot?

- a. FNF created a PHOTO SHOOT TIPS SHEET (see attachment please) that must be passed along to your photographer. This will give him or her some specifics and outlines our file requirements. This document can be downloaded and emailed or you can direct the photographer to this document.
- b. FNF is willing to speak directly to the photographer to discuss the project and outline the expectations/requirements and also to brainstorm the shot itself. Remember, FNF is here to help!

4. What do I want my pages to look like?

- a. The design sample documents listed below will assist the photographer with some suggestions when it comes to posing the players during the photo shoot.
 - i. Click for FRONT COVER DESIGN ideas (see attachment please).
 - ii. Click for INSIDE FRONT, INSIDE BACK AND BACK COVER DESIGN ideas (see attachment please).
- b. Hint: The magazine is 12 inches tall by 10 inches wide, so horizontal/landscape photos will not work as well as vertically stacked shots. Please keep this in mind when you are planning your cover shoot.
- c. See next question for additional information regarding the design process.

5. When should I discuss my design ideas with the FNF staff?

- a. The answer is "the sooner the better". FNF will help you prepare the shoot and give you some suggestions.
- b. Remember, the FNF staff is here to help you.

6. What is the best way to provide you with the photos?

- a. FNF would like you to use www.customcoverproject.com web site to upload all photos. This is the easiest way to upload as it can accept files of any size.
- b. You can provide all text (slogans, themes, etc.) and upload all photos and files using this site. It takes about two minutes to set up your account, and FNF will provide you with a login and password so you can come back to it to upload additional information as you receive it.
- c. Hint: If the thought of managing this through a web site sends shivers up your spine, please read the next question. Remember, FNF is here to help!

7. I would like assistance in using your web site. Can someone on your staff walk me through it?

- a. Yes, Nicole Hess, the web site's developer, will be more than happy to build out your cover with you over the phone.
- b. If you would like to approach it in this manner, please email Nicole directly at nicole@ae-engine.com or call FNF at 727-209-0792. You can also ask your sales rep to assist you in getting connected with Nicole.

8. How does the approval process work?

- a. Once FNF receives all elements for your cover, FNF will start the design process.
- b. Turnaround time varies due to the amount of work in house, but FNF tries to start cover design within 48 hours of receipt of final files.
- c. FNF will provide you with two sets of drafts (proofs). You will also receive a final version for your approval. FNF will not go to press until you have approved your cover design.

9. When and how will magazines be delivered?

- a. Magazines will be delivered in early to mid-July at the latest.
- b. Please be sure to send FNF a physical shipping address. This should be sent to Craig Baroncelli's attention at cb@ae-engine.com
- c. FNF will use a freight carrier. You will receive roughly 10 boxes on a small pallet.
- d. We require a location where someone is available during the day to receive the shipment.

10. Who do we make the check payable to?

- a. Make the check payable to A.E. Engine.
- b. It should be mailed to: A.E. Engine, 11880 28th St. North, Suite 101, St. Petersburg, FL 33716, Attn.: Jamie Smith
- c. FNF/A.E. Engine will provide you with both a W9 and a formal invoice for the amount owed once you have confirmed your sales total.

If you have any additional questions, please direct them to either your sales rep or to the publisher, Craig Baroncelli, cb@ae-engine.com, 727.209.1750.

Thank you for your involvement in the Custom Cover Project.