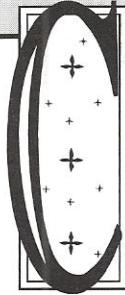


HOW IMPORTANT ARE THE
ADS TO THE DEVELOPMENT
OF THE YEARBOOK?

“THE ADS ARE THE LIFE
LINE OF THE YEARBOOK”

-RACHEL HICKMAN



THE PATRONS

ADS

The 1997 Talon was produced by Jostens Printing & Publishing Plant in Clarksville, TN. This issue consists of 164 pages of 80# double coated glossy paper. Palatino type style was used throughout the book in 12 pt for body copy and 10 pt for captions. Editors chose their individual headline styles. The TALON was designed and prepared using a Power Macintosh 6100/66 computer, Aldus Pagemaker 5.0. The cover is a Studio Three Cover with a trim size of 7 3/4 X 10 1/2 and the board weight is 120. The endsheets are cotton recycled #266. 275 copies were printed and sold at \$3 each the first deadline was 10/14/96 and the last was 2/16/97. The Worldbeat magazine section was prepared by Worldbook Encyclopedia and Jostens. The Jostens' local representatives to CPA are Jack Young and John Bumgarner.