

Serving the academic community for over two decades.

- No Cost to Professors
- Complimentary Desk Copy
- Digital Re-mastering
- Pagination
- Highly Customizable
- Extensive Printing & Binding Options
- Fast Turnaround
- Overnight Reorders - Never Out-of-Stock
- Fair Competitive Pricing
- Free Delivery to Local Students with Disabilities
- Worldwide Shipping

Student Course Reader

A student course reader (course packet) is a collection of materials which a professor (or instructor) compiles to provide or supplement reading materials for the course he/she teaches. A reader typically includes the syllabus, relevant reading materials, laboratory and homework assignments. However, since you, as the professor, are assembling the reader, you can customize your packet with the reading materials of your choice and in the order of your choice.

Once you have assembled your reader, simply submit it to us and we'll digitally "clean" your documents (at no extra charge), produce your readers and have them available for your students to purchase at our store. The Copy Centers offer a variety of binding and finishing options to meet any special needs you may have. We'll even supply you with a free desktop copy for your use. Contact us for your next course reader.

Unparalleled Course Packet Solution

Benefits and Features:

- No cost to professors.
- Complimentary desk copies available.
- Excess black and spots are removed digitally, document "straightened," and paginated
- Customize and streamline reading materials.
- Can be more cost-effective than having students purchase multiple textbooks.
- Easy to reproduce to meet unexpected demands.
- A digital master is created and electronically stored for easy reproduction of your reader in future semesters.
- Worldwide FedEx® & UPS® shipping.
- APO/FPO shipping available.

Digitally Re-mastered for Clean, High-quality Reproduction.

Popular Finishing & Binding Options:

- 1-Sided or 2-Sided Printing
- Spiral/Comb/GBC Bind
- Strip/VeloBind®
- Tape/ThermalBind™
- 3-Hole Punched with Optional 3-Ring Binder
- Rubberband
- Corner Staple
- Optional Tabs or Colored Slip-Sheets for Easy Visual Chapter/Section Division

To help us produce the best quality course reader and provide you with a smooth and positive experience with The Copy Centers, we have provided some tips and general information for you to consider when assembling your reader.

Complimentary Copies for Professors

Tips for Better Quality Outputs

If you want your students to have a clear and legible course reader, here are some tips to consider when assembling your master packet.

- Provide the original or best copy available. Your originals will be returned to you.
- Provide sufficient margins for binding. Typically one inch is sufficient.
- Put the copier cover down when making your photocopies. Too much toner may lessen the effectiveness of your copier and produce poor copies.
- Perform a final check to ensure proper

page order and completeness.

If your documents are not in the best quality, The Copy Centers can "clean" your documents digitally at no additional cost to you or your students.

Stay Current

In today's ever-changing market it is crucial for professors to provide current information to their students. Preparing a customized reader allows you the option to include up-to-date information from various sources in your course every semester.

This benefits students by keeping them current with real world information and holds their attention better than standard information from an



A single customized reader can be more cost-effective for students than purchasing multiple textbooks.

For more information contact:

The Copy Centers

720 University Avenue
Marshall Square Mall
Syracuse, New York 13210
Tel: 315.472.0546
Fax: 315.472.1804
e-Mail: info@campuscopy.com

www.campuscopy.com

Interesting Notes

- Studies have shown that people tend to save printed items longer if they are 3-hole drilled. Marketing experts think that subconsciously we tend to feel like we need to put a 3-hole drilled sheet into a ring binder or save it for future reference.
- According to researcher Ronald E. Green, as he notes in his book, "The Persuasive Properties of Color" that **color visuals** increase willingness to read by up to 80% and increase motivation and participation by up to 80%!
 1. **Perceive** color presentations and printed publication 60% better.
 2. **Reduce** visual search time by up to 80% with color coding.
 3. **Increase attention** span up to 82% longer.
 4. **Understand** presentations 70% better when color is used to highlight the pertinent details.
 5. **Increase recall** by 60% with color educational materials and training manuals.
 6. **Identify brands** 70% more effectively when color is added.

For more information contact:

The Copy Centers

720 University Avenue
Marshall Square Mall
Syracuse, New York 13210
Tel: 315.472.0546
Fax: 315.472.1804
e-Mail: info@campuscopy.com

www.campuscopy.com

**the
COPY
centers**
"The Right Choice"

outdated textbook. As the academic market becomes increasingly competitive, institutions are focusing more and more on providing students with individualized instruction.

Digitally Re-Mastered

The Copy Centers processes all readers digitally using the latest technology. Every page is scanned to create a digital copy. Each digital page is then re-mastered and paginated to create a clean and high-quality version of your reader. The result is a higher quality product, quicker turnaround, reduced cost, and happier students and professors.



Readers allow for up-to-date information to be included keeping your students current with real world information.

Re-Orders

We are committed to helping the environment by reducing waste by trying to keep the number of leftover course readers as low as possible.

We run 100% of enrollment for courses whose students have typically bought at a rate of 100%. Many classes do not buy 100% and any readers remaining at the end of the semester are recycled. The most important factor in keeping the student cost low is to minimize leftover readers. To do this, we typically print approximately 80% of your enrollment. After the last reader is sold, a "re-order" slip will be used so that your students can easily order a copy.

Overnight Re-orders Available - Never Out-of-Stock

Re-orders take no more than 24 hours and are frequently fulfilled the same day your students

placed the order. We also frequently run slightly in excess of reorder slips when we find that demand has exceeded our expectations.

Free Services

We offer the following services for your readers at no additional charge:

- Digital Document Management
- Cover Page (includes course number and title, instructor's name, and price)
- Page Numbering
- Digital Re-Mastering
- Complimentary desk copy for yourself

Additional copies of your reader can be requested at the time of your order. The cost incurred for the additional copies will be added to the cost of the course reader.

Deadline

To ensure that your reader is available to your students the first day of class, please submit your materials 30 days prior to the first day of class. We will gladly accept readers at any time and will make every effort to produce and make it available to your student by the first day of class.

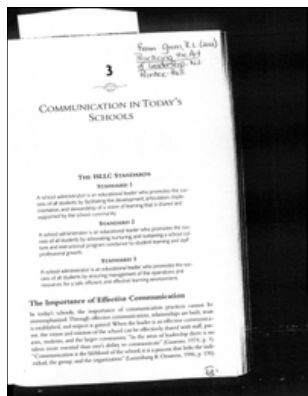
Our years of experience in course reader production and our array of state-of-the-art digital technologies allows us to meet or exceed your deadline over 99% of the time.

Worldwide and Express Shipping Available

Distance Learning

The Copy Centers is positioned to serve the growing distance learning market. Because of the physical separation between students and instructors in the distance education environment, a reader outlining the structure and content of each class meeting becomes a great help to the individual students.

We have partnered with FedEx and UPS to offer the quickest and most economical method of shipping your reader to your students worldwide.



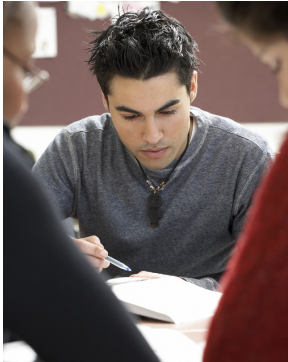
Your original **before** digital re-mastering.



Your course packet **after** digital re-mastering.

The Copy Centers offer FedEx and UPS to domestically or internationally ship readers to your students. APO/FPO shipping is also available via USPS®.

Copyright ©



Enhance academic performance by printing select pages in full color. Color increases attention, understanding and recall.

Copyright exists in "original works of authorship" which are "fixed in a tangible medium of expression." Copyright protection covers both published and unpublished works. The Copyright Act of 1976 provides that copyright begins at the moment the work is created. Registration with the Copyright Office is not required in order for a work to be

protected under U.S. copyright law. Works in the public domain, such as works created by the U.S. government, may be freely copied. Works dated prior to 1923 are public domain and may be copied without permission. The absence of notice cannot be relied upon to indicate that a work is in the public domain. Similarly, the fact that the author is deceased or the book is out of print does not mean that the work may be copied.

Enhance Academic Performance with Color

Create successful teaching tools with attention-enhancing color. The Copy Centers offer you the capability to print selected pages of your reader in full-color. Color adds life to any document and helps to reinforce the message you're delivering.

Electronically Stored for Quick and Easy Order in Future Semesters

Document Management

The Copy Centers electronically store your readers for use in future semesters. Your readers are safely stored on backup systems and can be retrieved quickly for print. This flexibility eliminates the need for you to send us your reader each semester - which saves you time and allows us to increase turnaround time.

Be Your Own Author

If you choose to include material that is your original writing, we can arrange the royalty process for you. You can designate royalties to whomever you choose.

Be Prepared

When you're ready to submit your compiled reading material, please have ready the following:

- Reading material in compiled sequential order (preferably on single-sided sheets)

Case Study: Campus Copy Goes Digital - Cuts Course Pack Cycle Time In Half

Read the enclosed case study on how the latest technology has helped The Copy Centers cut turnaround time, increase productivity and enhance quality output of student course readers.

Online version of the case study is available for at:

www.campuscopy.com/services/academic/packets.htm



At the time you place your order, you will be asked to sign a release indicating that you have received all applicable permissions to reproduce the materials in your reader. Please be aware of the following guidelines when compiling your reader:

- Copyright permissions must be renewed each semester.
- Pieces from a book in print are generally limited to 10% of the total page count.
- Copyright holders may not always charge permission fees for materials used for educational purposes.
- Response time from publishers varies.

- Reading material in the best copy quality possible
- Professor's name and contact information
- Course number (i.e. HIS 101)
- Course title
- Class enrollment
- Required date

Please submit your material to us at our retail location in Marshall Square Mall, 720 University Avenue, Syracuse, NY 13210. For answers to questions or concerns, please feel free to call us at **315.472.0546** or e-mail us at info@campuscopy.com

Binding Options

- **Spiral Bind/Comb Bind/GBC** — The preferred choice for readers. One of the world's favorites, this curled, comb-style bind offers unparalleled flexibility for updating materials. It also lies flat when opened. Accommodates documents up to 2" thick.
- **Strip/VeloBind®** — Ultimate in sophistication. VeloBind's sleek profile makes filing and mailing simple, produces a sophisticated appearance. Bind up to 3" thick into a sleek, compelling document.

No binding style is more secure, because Velo-Bind uses a thin plastic strip that literally locks pages in place (great for archiving documents).

- **Tape/ThermaBind™** — A piece of sturdy cloth tape is fused to the reader along the left margin, forming a spine. Known for its strength and permanence, this preferred bind of academia produces bound results similar to a paperback book.

A strong invisible bond seals pages (up to 2" thick) together.

- **3-Ring Binder** — Printed on 3-hole paper and placed in a 3-ring binder, this option offers the flexibility for easy addition and removal of pages. It also lies flat when opened. Accommodates documents up to 3" thick.

CNY Printing and Copy Services, Inc.
720 University Avenue
Marshall Square Mall
Syracuse, New York 13210

All trademarks are the property of their respective owners.

Service specifications subject to change without notice.

Printed in the U.S.A.

For more information about The Copy Centers and the services we offer, please visit:

www.campuscopy.com



Create a more streamlined
and effective educational
environment with customizable Course
Reader Publishing service available at
The Copy Centers.

Revision 5

Our Services

- High-Speed B&W Copying & Printing
- Color Laser Copying & Printing
- Digital Printing
- Document Imaging
- Document Management
- OCR Processing
- Large-Format Photo-Quality Color Printing
- Blueprint Copying and Scanning
- PDF Creation
- Media Duplication & Conversion
- CD/DVD Duplication and Color Imprinting
- Audio & Video Digitizing
- FedEx® & UPS® Domestic & International Shipping
- Domestic & International Faxing
- Self-Service Computer Rentals
- High-Speed Internet Access
- For a complete list of services, please visit: www.campuscopy.com

Frequently Asked Questions

Q: How do I submit my course material?

A: You may submit your materials by mail, by arranging pick-up (in Syracuse area only), or simply stop by our retail store. Please contact us at 315.472.0546 for more information.

Q Will I receive a complimentary copy?

A: Yes. The Copy Centers provides a complimentary copy to professors .

Q: How do my students purchase their course readers?

A: We offer the following options for delivering readers to your students.

- Our retail location at :

720 University Avenue
Marshall Square Mall
Syracuse, New York 13210

- Our in-house delivery service for students with disabilities
- FedEx or UPS for worldwide shipping
- APO/FPO shipping available via USPS

Q: What additional services does The Copy Centers provide?

A: At The Copy Centers, we have specialized services specific for custom publishing for the academic market. Unlike other copy shops, our services include digital editing, touch-ups, and

document management at no additional cost to you or your students. To ensure that your reader becomes a reality, we also offer a number of high-quality custom solutions for your course materials.

Q: Do I get my originals back?

A: Yes. Your originals will be returned to you as soon as a high-quality digital copy of your originals has been made and stored in our state-of-the-art automated backup systems. We use the latest in computing technology and have a dedicated 1TB capacity server for such purpose. All digital copies of originals are carefully archived in digital format for easy retrieval and future adjustment, modification or printing.

Q: What if my students need additional copies?

A: Our streamlined publishing and printing process allows us to provide you with rapid print-on-demand service so that reprints are easy to order, easy to produce and are deliverable within a maximum of 24 hours of re-order.

Q: Why should I use The Copy Centers?

A: The Copy Centers run a professional publishing service with over two decades of academic publishing experience. Today, we have grown to serve many other academic institutions and produce thousands of readers annually. Our expertise, speed and quality are unmatched.