

PROMOTING & SELLING YOUR YEARBOOK



your memories
are HERE.

order your
YEARBOOK
today!

PRICE

CONTACT

DEADLINE

Order your
YEARBOOK
today!

Price:

Deadline:

Sales Report

Staff Member _____ Date _____

Use this worksheet to keep a record of the books purchased for each student. When a student orders an order envelope with payment, record student's name, # of books, amount paid and homeroom adviser below. Keep this for your records. Please indicate the number of books you sold for and report this number with the correct payment.

	STUDENT NAME	# BOOKS	AMOUNT PAID	HOMEROOM ADVISER
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SEE INSIDE FOR HOW TO:

- Get Organized
- Sell Books and Ads
- Conduct Sales Campaigns
- Plan Your Sales Activities

YEARBOOK Order Form
DON'T MISS OUT! ORDER YOUR YEARBOOK TODAY!

Don't miss your chance to have a school partner!
Order a personal book for \$10.00 (includes shipping) the appropriate amount in this envelope.
Please indicate the number of books you would like and report this number with the correct payment.

Name: _____ Title: _____
 Address: _____ Home/Work/Cell #: _____
 Number of Yearbooks: _____ Cost for Book: \$ _____
 Total Payment: \$ _____
 Cash Check

Join Pictavo Community!

Any school using Pictavo™ to create its yearbook will love
Pictavo Community to help promote and sell!

The screenshot shows the Pictavo Community website. At the top, there is a navigation bar with links for 'Create Account', 'Login', 'My Stuff', 'Help', and 'Cart (0)'. The main header features the Pictavo logo with the tagline 'Picture the Possibilities' and a section titled 'Join the Pictavo Community' with a brief description of the community's purpose. Below this, there are two main content areas: 'Upload' and 'Shop'. The 'Upload' section is titled 'Add Photos' and includes a sub-header 'Add photos to be considered for your school's yearbook and track their status.' It features an image of a camera and a stack of photos, and a green button labeled 'UPLOAD PHOTOS' with an upload icon. The 'Shop' section is titled 'Your School. Your Year. Your Memories.' and includes the sub-header 'Order your yearbook online today.' It displays a stack of various yearbooks from different schools, including 'SUN VALLEY YEARBOOK 2012', 'SUN VALLEY YEARBOOK 2011-2012', 'SUN VALLEY YEARBOOK 2010-2011', 'SUN VALLEY YEARBOOK 2009-2010', 'SUN VALLEY YEARBOOK 2008-2009', 'SUN VALLEY YEARBOOK 2007-2008', 'SUN VALLEY YEARBOOK 2006-2007', 'SUN VALLEY YEARBOOK 2005-2006', 'SUN VALLEY YEARBOOK 2004-2005', 'SUN VALLEY YEARBOOK 2003-2004', 'SUN VALLEY YEARBOOK 2002-2003', 'SUN VALLEY YEARBOOK 2001-2002', 'SUN VALLEY YEARBOOK 2000-2001', 'SUN VALLEY YEARBOOK 1999-2000', 'SUN VALLEY YEARBOOK 1998-1999', 'SUN VALLEY YEARBOOK 1997-1998', 'SUN VALLEY YEARBOOK 1996-1997', 'SUN VALLEY YEARBOOK 1995-1996', 'SUN VALLEY YEARBOOK 1994-1995', 'SUN VALLEY YEARBOOK 1993-1994', 'SUN VALLEY YEARBOOK 1992-1993', 'SUN VALLEY YEARBOOK 1991-1992', 'SUN VALLEY YEARBOOK 1990-1991', 'SUN VALLEY YEARBOOK 1989-1990', 'SUN VALLEY YEARBOOK 1988-1989', 'SUN VALLEY YEARBOOK 1987-1988', 'SUN VALLEY YEARBOOK 1986-1987', 'SUN VALLEY YEARBOOK 1985-1986', 'SUN VALLEY YEARBOOK 1984-1985', 'SUN VALLEY YEARBOOK 1983-1984', 'SUN VALLEY YEARBOOK 1982-1983', 'SUN VALLEY YEARBOOK 1981-1982', 'SUN VALLEY YEARBOOK 1980-1981', 'SUN VALLEY YEARBOOK 1979-1980', 'SUN VALLEY YEARBOOK 1978-1979', 'SUN VALLEY YEARBOOK 1977-1978', 'SUN VALLEY YEARBOOK 1976-1977', 'SUN VALLEY YEARBOOK 1975-1976', 'SUN VALLEY YEARBOOK 1974-1975', 'SUN VALLEY YEARBOOK 1973-1974', 'SUN VALLEY YEARBOOK 1972-1973', 'SUN VALLEY YEARBOOK 1971-1972', 'SUN VALLEY YEARBOOK 1970-1971', 'SUN VALLEY YEARBOOK 1969-1970', 'SUN VALLEY YEARBOOK 1968-1969', 'SUN VALLEY YEARBOOK 1967-1968', 'SUN VALLEY YEARBOOK 1966-1967', 'SUN VALLEY YEARBOOK 1965-1966', 'SUN VALLEY YEARBOOK 1964-1965', 'SUN VALLEY YEARBOOK 1963-1964', 'SUN VALLEY YEARBOOK 1962-1963', 'SUN VALLEY YEARBOOK 1961-1962', 'SUN VALLEY YEARBOOK 1960-1961', 'SUN VALLEY YEARBOOK 1959-1960', 'SUN VALLEY YEARBOOK 1958-1959', 'SUN VALLEY YEARBOOK 1957-1958', 'SUN VALLEY YEARBOOK 1956-1957', 'SUN VALLEY YEARBOOK 1955-1956', 'SUN VALLEY YEARBOOK 1954-1955', 'SUN VALLEY YEARBOOK 1953-1954', 'SUN VALLEY YEARBOOK 1952-1953', 'SUN VALLEY YEARBOOK 1951-1952', 'SUN VALLEY YEARBOOK 1950-1951', 'SUN VALLEY YEARBOOK 1949-1950', 'SUN VALLEY YEARBOOK 1948-1949', 'SUN VALLEY YEARBOOK 1947-1948', 'SUN VALLEY YEARBOOK 1946-1947', 'SUN VALLEY YEARBOOK 1945-1946', 'SUN VALLEY YEARBOOK 1944-1945', 'SUN VALLEY YEARBOOK 1943-1944', 'SUN VALLEY YEARBOOK 1942-1943', 'SUN VALLEY YEARBOOK 1941-1942', 'SUN VALLEY YEARBOOK 1940-1941', 'SUN VALLEY YEARBOOK 1939-1940', 'SUN VALLEY YEARBOOK 1938-1939', 'SUN VALLEY YEARBOOK 1937-1938', 'SUN VALLEY YEARBOOK 1936-1937', 'SUN VALLEY YEARBOOK 1935-1936', 'SUN VALLEY YEARBOOK 1934-1935', 'SUN VALLEY YEARBOOK 1933-1934', 'SUN VALLEY YEARBOOK 1932-1933', 'SUN VALLEY YEARBOOK 1931-1932', 'SUN VALLEY YEARBOOK 1930-1931', 'SUN VALLEY YEARBOOK 1929-1930', 'SUN VALLEY YEARBOOK 1928-1929', 'SUN VALLEY YEARBOOK 1927-1928', 'SUN VALLEY YEARBOOK 1926-1927', 'SUN VALLEY YEARBOOK 1925-1926', 'SUN VALLEY YEARBOOK 1924-1925', 'SUN VALLEY YEARBOOK 1923-1924', 'SUN VALLEY YEARBOOK 1922-1923', 'SUN VALLEY YEARBOOK 1921-1922', 'SUN VALLEY YEARBOOK 1920-1921', 'SUN VALLEY YEARBOOK 1919-1920', 'SUN VALLEY YEARBOOK 1918-1919', 'SUN VALLEY YEARBOOK 1917-1918', 'SUN VALLEY YEARBOOK 1916-1917', 'SUN VALLEY YEARBOOK 1915-1916', 'SUN VALLEY YEARBOOK 1914-1915', 'SUN VALLEY YEARBOOK 1913-1914', 'SUN VALLEY YEARBOOK 1912-1913', 'SUN VALLEY YEARBOOK 1911-1912', 'SUN VALLEY YEARBOOK 1910-1911', 'SUN VALLEY YEARBOOK 1909-1910', 'SUN VALLEY YEARBOOK 1908-1909', 'SUN VALLEY YEARBOOK 1907-1908', 'SUN VALLEY YEARBOOK 1906-1907', 'SUN VALLEY YEARBOOK 1905-1906', 'SUN VALLEY YEARBOOK 1904-1905', 'SUN VALLEY YEARBOOK 1903-1904', 'SUN VALLEY YEARBOOK 1902-1903', 'SUN VALLEY YEARBOOK 1901-1902', 'SUN VALLEY YEARBOOK 1900-1901'. It also features a photo of a student and a 'MAX class of 2013' sign, and a blue button labeled 'CLICK HERE TO SHOP YOUR SCHOOL'.

Simply enable your school's own Pictavo Community and invite others to upload images. Community members can purchase your school's yearbook or other school products you included! Recognition or business ads can also be purchased—and designed—through Pictavo Community.

Community Image Upload:

- In this area, community members can upload images they'd like the yearbook staff to consider when designing the book. All they have to do is describe who's in each photo, and save photos and descriptions to one of the image folders (pre-defined by you) to make it easy for you to find—and use—their photos in your book. Remember, nothing sells a yearbook more than including as many students and activities as possible!

Online Shop:

- Students, parents, staff and others can easily access your school's Pictavo Community to **purchase yearbooks** and **recognition** or **business ads**. They simply select their desired product(s) and purchase with a credit card using a secure system, as they're accustomed to doing with other online transactions. You can also add "offline" orders (paid with cash or checks) so you have one convenient system for generating sales and distribution reports.

For more information on how to use Pictavo and the Pictavo Community to help promote and sell your yearbook, please contact your yearbook provider.

WELCOME ● ● ● ● ● ● ● ● ● ●

The importance of marketing and selling yearbooks is often overlooked and yet it is just as significant as creating the book itself—if not more so. If you hit your sales goal, you can pay for your yearbook. If you surpass your sales goal, you can use the additional revenue to add more pages to your yearbook or add features like a supplement, current events and/or autograph pages. On the flip side, if you miss your sales goal, you will owe money or have to cut part of your program. Whatever the case, marketing and selling your yearbook is critical and this guide is intended to help you simplify the process and succeed!

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NOTES

Step One: GETTING ORGANIZED ● ● ● ● ● ● ● ● ● ●

As with any project, proper planning and organization will go a long way in helping you accomplish your goals. In this case, the first step is to assess your school's past yearbook sales success and build on it. This means taking some time to ask and record answers to the following questions:

1. What worked well in last year's sales process? Why?
2. What didn't work so well in last year's sales process and why?
3. If you are new to your school, ask the school secretary and the teachers how well the marketing and sales process worked. Great questions to ask could be: What did you like the most about the process? What one thing would you improve about the process?
4. Review all materials that are available from your publisher pertaining to marketing and selling your yearbook. Do you have everything you need? Posters, flyers, money collection envelopes, etc.? What else do you need in order to be prepared for your campaign?
5. If your school has a tradition of keeping the yearbook a secret, consider changing that tradition. The yearbook is one of a few items where a person is asked to pay in advance with the promise of receiving a high-quality product later—simple things like including the student body in the design of the book or taking peeks into the yearbook by sharing cover ideas are ways that can increase awareness and connection to the book which, in turn, drives a student or others to purchase one.

Learning from last year's experience is an important first step in building a successful sales and marketing plan for this year's book.

Now it's time to brainstorm and plan your sales activities!

Step Two: PLANNING & CONDUCTING YEARBOOK SALES ACTIVITIES

If you're new to the yearbook sales process, it's helpful to think about it in 4 key stages: (1) scheduling the timing of sales campaigns, (2) creating several sales activities that generate awareness and excitement about the yearbook being on sale, (3) collecting orders and payment and (4) distributing the books when they arrive.

Scheduling the Timing of Your Yearbook Sales Campaigns

During this stage, the goal is to identify ideal sales times that attract attention about the yearbook being on sale. Take some time to enlist students, staff and others interested in the yearbook to brainstorm ideas on what will work best for your school. Use a school calendar to compare your thoughts against school activities to determine the best times to have sales campaigns. Typically, you'll want to allow a total of 3-4 weeks to conduct a sales campaign by the time you promote, sell and wrap up the campaign activities. Many staffs conduct 3 campaigns a year to ensure everyone knows they have the opportunity to purchase a yearbook. Of course, you'll want to also have all the material needed in advance. Here is a game-plan many schools use. Feel free to expand, refine and adjust it based on your needs—it's just intended to get you started.

Sales Campaign #1						
1						
2	3	4	5	6	7	8
← Prepare for sales campaign →						
9	10	11	12	13	14	15
← Begin promoting sales week →						
16	17	18	19	20	21	22
← Continue promoting sales week →						
23	24	25	26	27	28	29
← Yearbook sales week →						
30	31					
← Ensure all accounting is accurate →						

3 WEEKS BEFORE yearbook sale date(s) — create and organize the announcements, posters and other materials needed to promote yearbook sales. Make sure you take advantage of any promotional materials provided by your yearbook publisher.

2 WEEKS BEFORE yearbook sale date(s) — hang up posters and begin, "Creating Excitement and Awareness" about the yearbook (as suggested on pages 5-7).

1 WEEK BEFORE yearbook sale — continue promoting yearbook sales happening the next week - send letters home and post info on school marquee. Have announcements begin!!!

SALES WEEK – Have fun executing the sales activities you had planned and taking orders!!!

1 WEEK AFTER SALES – Ensure all funds have been collected and accounted for. Enter buyer's names and payment amounts into a tracking system or spreadsheet software so you know who has purchased the book and can use that list later on when distributing books when they arrive. Also, make a deposit with a bookkeeper or bank (if you haven't done so already) to ensure that the yearbook funds are secured.

CAMPAIGN # 1 will occur week of: ___/___/___ to ___/___/___
 Sales Price of Yearbook will be \$_____

ALLOW A MINIMUM OF ONE MONTH TO PASS

CAMPAIGN # 2 will occur week of: ___/___/___ to ___/___/___
 Sales Price of Yearbook will be \$_____

ALLOW A MINIMUM OF ONE MONTH TO PASS

CAMPAIGN # 3 will occur week of: ___/___/___ to ___/___/___
 Sales Price of Yearbook will be \$_____

Consider the following tips:

- Gradually increase the cost of the yearbook for each sales campaign.
- Create special packages for buyers that include options like name stamping or an ad space along with the price of a yearbook.
- Consider adding options to all your offerings - this can increase sales!!!
- Develop a system to track and report sales as well as balances due by buyers.
- Consider offering a payment plan for students who cannot afford to pay for a yearbook at one time. Make sure you stress a non-refundable deposit.
- Consider offering families with multiple children at your school a discount for a second or third yearbook.
- Tie in gift certificates/gift cards during the holidays. Offer people the option to "sponsor" or donate funds so a book can be purchased for a student that cannot afford one... perhaps have a drawing for a lucky winner or winners?
- Consider using sales letters in both English and other languages to ensure that everyone knows and understands that a yearbook will be on sale.
- Make sure to offer Parent or Senior Ads during some of the sale campaigns.
- Use your school website as a sales tool by posting prices and deadlines for sales. (See Selling Advertising section for more details.)

Sales Report

Staff Member _____ Date _____

Use this envelope to keep a record of the books purchased by each student. When a student returns an order envelope with payment, record student's name, # of books, amount paid and homeroom adviser below. Keep this for your records.

	STUDENT NAME	# BOOKS ORDERED	AMOUNT PAID	HOMEROOM ADVISER
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
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Use your Sales Report Envelope to keep track of orders.
 Additional envelopes may be ordered upon request.

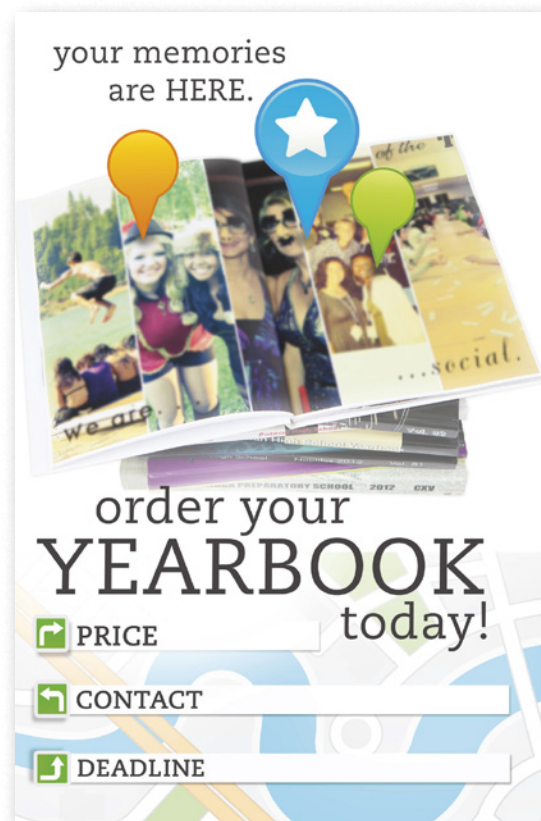
sales
 campaign
 OPTIONS discounts
 AD sales MARKET
 PROFIT

Creating Excitement and Awareness

After scheduling the best times to promote and sell the yearbook, you'll need to come up with promotional pieces and/or a theme that attracts attention to the upcoming sale dates, times and locations. Many yearbook publishers provide items to help you. Of course, you can always create your own promotional pieces to supplement what you've been given. Be creative and come up with clever slogans and messages if you really want to personalize the sales campaign to your school. Naturally, the use of simple statements like "yearbooks on sale!" or "don't miss the opportunity!" or "last chance!" are always effective and a fast and easy way to draw attention to the yearbook sale.

Other ideas for making the sales campaign fun and effective include:

1. **Tap into the principal, teachers, coaches or others heavily involved in planning school events** to find out what activities are already planned that you could work around and use as a forum to promote the sale of the year book and possibly even start taking advance orders. (i.e. are there some Open Houses, pep rallies, sports events, activity nights or other events that draw kids and their parents to the school and are a natural venue for promoting and selling a school yearbook?)
2. **Identify the heavy traffic areas in your school** where posters and banners could be hung to capture student's attention about the yearbook. The school cafeteria, library, entrances (and even restrooms!) are used by everyone...don't miss the chance to catch their eye as they're going about their day.
3. **Don't forget about school announcements**, student and parent news letters and web sites! Work with your school administration and newsletter staff to determine how to take advantage of these opportunities to get the word out about when and where to buy a yearbook.



Gather Input and Buy-In from Students and Staff

There's no better way to entice students and staff to buy a yearbook than making sure they're included in the content and the development process. After all, making sure that the yearbook is representative of the people, events and happenings at your school is the whole value of the yearbook.

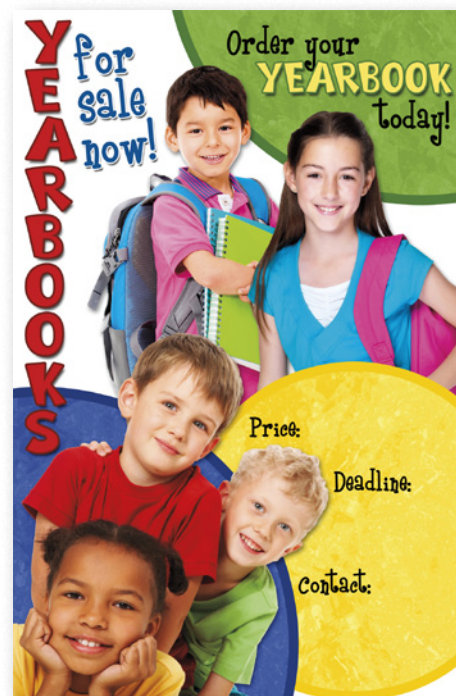
1. **Develop polls and buyer surveys through English classes at all grade levels.** Have these surveys ask for ways the yearbook can be improved and help you better understand their perception of value versus cost. You will be surprised how many people appreciate your effort and how much stronger your yearbook program and sales will be as a result.
2. **Conduct a cover design contest** and use the winner's design for the cover or the title page if your school has already chosen a cover style. Miniaturize some of the finalists' designs and use them as custom clip art throughout your book. This way, more students will receive recognition.
3. **Include quotes from student interviews** about selected topics. Include as many student quotes as possible.

Get the Student Body Involved in Promoting and Talking About the Yearbook

1. *Send "See You in the Book" notes to students whose pictures were taken* (include page number and coverage subject) as a reminder that this is their book with their picture in it. It will let students know they will be in the yearbook and increase their interest in buying one.
2. *Choose a marketing theme that conveys the essence of community* and belonging that yearbooks represent. It can be used in all promotional materials and announcements such as "Making Our Mark", "Together We Are One" or "On Our Way." Your staff is sure to come up with other unique ideas!
3. *Give invitations to students to buy their yearbook.* Make them special and individualized.
4. *Create and decorate a "Thank You" bulletin board* for purchasers to autograph when they turn in their order.
5. *Scan and post yearbook photos from previous years* and include them on flyers asking the student body to guess who's elementary or faculty image is pictured. All correct answers will earn a \$5.00 coupon off the yearbook.

Promote the Sale of Yearbooks in Every Reasonable Venue

1. *Post announcements and images on the school website* announcing yearbook sales to the general public. Also consider announcing yearbook sales through a calling service if your school subscribes to this kind of service.
2. *Develop a sales brochure* and order form you can leave in the front office for campus visitors to review. Many times parents come on campus to visit the nurse's office, the attendance office, or the front office. These three places are great locations for brochures so parents can learn about your yearbook sales campaign. (You may also want to contact the feeder middle schools and elementary schools to see if you can leave brochures on their campuses as well. Many times classmates may have a younger sibling attending one of those schools and the more exposure to parents, the better.)
3. *At freshman orientation, have student body leaders discuss the yearbook* and describe its importance to incoming students.
4. *Create a skit during an assembly or audio commercial* during morning announcements about yearbook sales to get the student body excited about upcoming sales. Pass out forms at the end of the presentation.
5. *Enlist the aid of key influential people on campus to help promote the yearbook.* Have teachers bring their yearbook the week of sales so they can share their stories. Have coaches and sponsors inform their teams of the value of purchasing a yearbook and demonstrating the ultimate sign of school spirit.



Get Parents and Other Community Members Involved

1. *Send postcards* to parents letting them know that yearbooks are available to purchase for themselves or their child. Suggest purchasing two books, one for the student and one for parents to keep.
2. *Ask local businesses* to display yearbooks to promote community awareness.
3. *Work with your local community newspaper and/or radio station* to write up announcements that let your community know this is a special time for your school. Invite a reporter to visit your yearbook class or club and see how the yearbook project is created.

Keep the Momentum Building!

1. *Offer an incentive for early ordering of a yearbook*—it could be a discounted price off the yearbook (which is always enticing) or a special gift such as a pen, magnet, button or pencil. A simple message stating “I ordered a yearbook” will let others know that they’re available.
2. *Use brief morning announcements* to promote yearbook sales, organize groups for photos or give progress updates.
3. *Create a monitoring device* to show sales progress (i.e. a chart or graph) or have a countdown using signs or announcements to remind students of the last day to order a yearbook.
4. *Send a “Last Chance Memo”* to those who haven’t yet purchased a book.
5. *Create and publicize a signing party* for the last day of school. Make the distribution of books very important. Gain permission to allow students who have ordered yearbooks to leave classes early. Serve refreshments, make it fun!

YEAR BOOK Order Form
DON'T MISS OUT! ORDER YOUR YEARBOOK TODAY!

Don't miss your chance to have a school yearbook!
 Order a yearbook today by filling out this form and putting the appropriate payment in this envelope.
 Please indicate the number of books you would like and return this envelope with the correct payment!

Name: _____ Date: _____
 Adviser: _____ Homeroom/Room #: _____
 Number of Yearbook(s): _____ Cost Per Book: \$ _____
 Total Amount: \$ _____
 Cash Check

WP3321

The goal is to get everyone excited about the yearbook to a point that they are willing to purchase immediately. Brainstorm with your staff to see what other ideas you can generate.



Collecting Orders and Payment

Not surprisingly, the process of collecting orders and payments is all dependent on organization and detailed tracking. Take time to think through all the people and supplies you'll need to make this process run smoothly. Some items will be obvious, like creating a sign-up list of people to collect orders at different venues and an order form that collects the student's name, grade, homeroom and address as well as the yearbook quantity and total payment due. Most yearbook publishers provide you with money collection envelopes and sales flyers to greatly simplify this process.

Other items you'll need may be less apparent. For instance, potential items to have at a yearbook sales table include:

- Table and chair(s)—for order takers to sit and work efficiently.
- Posters or banners—so it's obvious that yearbooks are being sold.
- Student and staff list—to quickly locate and record who has submitted an order for a yearbook and how much has been paid. This information can be tracked manually or electronically depending on the sophistication of your money collection system.
- Money collection envelopes and/or cash box—to keep orders organized, together and secure.
- Sales receipt pads—to act as proof that a sales transaction has been enacted. If possible, use a sales receipt pad that enables duplicate carbon copies. That way, each party has a record of the purchase—this is especially important for cash purchases should there be a record-keeping discrepancy later on.
- Lots of pens—to record order information quickly and enable purchasers to borrow them if writing a check without a pen at their fingertips.
- Other office supplies—such as a stapler, extra staples, note pads, scissors, etc. since you never know what items will need to be followed-up on and you'd rather be over-prepared than under-prepared when you're working with a crowd of purchasers.
- Copies of previous yearbooks—for people to peruse along with anything else that will engage curiosity and excitement about the upcoming yearbook!

Enlisting others to help you think through the entire order and payment collection process will really help you build a game plan with confidence. Perhaps you can start by talking with seasoned staffers about what methods worked well (or not-so-well) during last year's process and build on their experience.

Distributing the Book

At long last, after months of anticipation and hard work leading up to yearbook delivery, the day comes when you can distribute the school's yearbook with pride!!! Here are more ideas to consider when planning for this special day:

1. How will you distribute the book and how will students be notified of its availability?
 - Will books be delivered to each homeroom in a way that ensures that each student that ordered a book gets one?
 - Will there be designated pick-up times that students are asked to pick up their yearbooks in a central or convenient area of the school?
 - If you decided to create and publicize a signing party to coincide with the yearbook delivery day, are you prepared for it? After many months of curiosity, kids are especially anxious to see the book and, of course, never want to miss an opportunity to socialize with their friends!
2. Depending on the book distribution method you choose, how will you keep track of who has received their book and who hasn't to ensure everyone has received what they paid for?
 - This is where it's critical to have a detailed tracking mechanism (either manually or computerized) that allows you to quickly find and record each student who is given their yearbook. It's helpful to have the yearbook distribution list sorted and available in a multitude of ways so you can easily find the purchaser's name and check them off the list. Common sorting methods include alphabetical by last name, grade or homeroom.
3. You'll also want to make sure that you have a method of tracking any additional sales that are made once the yearbook is delivered (versus the advance sales) since many others will want to order a yearbook after seeing it!
4. Regardless of whether you're distributing a book that was ordered in advance or ordered on the spot, it's critical that you collect the money prior to handing over the yearbook to the purchaser. Otherwise, it's too hard to collect the money afterwards.
5. Once the mad rush of book distribution is over, it's crucial that you reconcile your records to ensure that every person who ordered a yearbook received what they paid for. If for some reason, someone paid and didn't get their yearbook as a part of your normal distribution process, you'll want to make alternate arrangements right away to get it to them. Hopefully, it'll be easy enough to track them down in school without having to locate them over the summer or fall. It's also important that all money collected be kept in a safe place.

Step Three: SELLING ADVERTISING ● ● ● ● ● ● ● ● ● ●

NOTES

If you wish to raise additional revenue for your yearbook, you may wish to consider offering advertisement space to businesses and recognition space to students, clubs and families. It is amazing the amount of revenue you can raise from one page in your yearbook. Many schools offer space to families, club sponsors, businesses, homeroom teachers, students, etc.

Developing an advertising program for your yearbook can be easy if you have a plan that includes (1) identifying your potential audience for purchasing advertising space (2) determining ad sizes, guidelines, and rates, and (3) creating effective ad sales campaigns, including collection methods.

Identifying Your Potential Audience

Before getting started, identify your potential audience for purchasing advertisement space. You have several distinct buyers: local businesses, school vendors, families, students, club sponsors, teachers, and coaches to name a few. How you pursue each audience may be different. Here are some ideas to get you started:

Local Businesses: These businesses are typically located near the school or in the district. They usually include insurance companies, banks or financial institutions, restaurants, real estate agents, mechanic shops, car dealers, and fast food establishments. Remind these potential advertisers that an ad in a yearbook will be seen for years because yearbooks are saved for a long time.

School Vendors: These businesses are on the school vendor list and do some sort of business with the school/district. Your purchasing office should have a list of contacts and their addresses.

Families: These buyers want to recognize their children for their accomplishments throughout their school years. Many photos will probably accompany their ad as well as words of praise.

Students: These buyers want to recognize their friendships on campus. Many photos will probably accompany their ad as well as words of celebration.

Club Sponsors: These buyers want to recognize their club officers or overall organization. Some photos will probably accompany the ad as well as words of appreciation.

Teachers: These buyers want to recognize a fellow colleague's retirement or accomplishments. Some photos will probably accompany the ad as well as words of congratulations.

Coaches: These buyers want to recognize their teams or team captains for their accomplishments. Some photos will probably accompany the ad as well as words of encouragement.

As you can see, you have quite a few audiences of buyers. As you develop a plan of communication, make sure to clearly state your offer to each buyer and include a rate card for the cost of an advertisement and a yearbook as well. Consider developing a rate card/brochure for all prices as well as three to five basic layout designs for all ads. This will help your buyers make a better decision. Also consider offering discount coupons with expiration dates to all buyers during your sales campaign. This may be the driving force to help some people purchase ad space. Remember, everyone loves a deal.

Determining Ad Sizes, Guidelines and Rates

The first element to understand before making any decisions related to ad sizes, guidelines and rates is that you must sell your yearbook page for at least two to three times your cost for the page. While this may sound basic, many staffs fail to follow this advice. You can figure out your average cost per page by taking your total overall quote provided by your publisher (per copy rate x # of copies) and dividing that by the number of pages you have in your yearbook. Although this is not a true representation of your cost, since your figure will not take into account your cover, end-sheets, proofs, etc., it will provide you a starting point of what your cost is for an average page in your yearbook. Take that figure and multiply it by three to get your overall selling price for a full page ad in your yearbook. Then consider some of the methods listed below for generating additional revenue for your yearbook.

1/8 • 1/4 • 1/2 • Full Page Layout

1/8 page	1/4 pg
1/8 page	
1/2 pg	

If each 1/8 page box is \$25= \$200/pg
 If each 1/8 page box is \$30= \$240/pg
 If each 1/8 page box is \$35= \$280/pg
 If each 1/8 page box is \$40= \$320/pg
 If each 1/8 page box is \$45= \$360/pg
 If each 1/8 page box is \$50= \$400/pg

This method of advertising sales is ideal for selling business ads. Most schools like this method since there is a definite break down in advertisement sizes to an eighth of a page, a quarter of a page, a half page and a full page. All you need to do is collect a clean business card and 90% of the time you have their artwork ready for submission. Consider setting up two different price scales – one for businesses and one for recognition ads for families. Make the business rate higher than that for families – consider lowering prices 20%-30% for parents and students.

Patron & Booster Layout

GOLD BOOSTERS	
names names names names	
SILVER BOOSTERS	BRONZE BOOSTERS
names names	names names

Offer Three Levels of Sponsorship
 Gold - 15 sponsors x \$200 = \$3000
 • free yearbook • special recognition
 Silver - 15 sponsors x \$150 = \$2250
 • 1/2 price yearbook • special recognition
 Bronze - 15 sponsors \$100 = \$1500
 • special recognition

Consider the Patron & Booster Layout method of advertising if you want to raise money without using too many pages in the yearbook. In this method, you sell levels of Sponsorship that include progressively more benefits as a sponsor moves from a Bronze to a Silver to a Gold level of sponsorship. Incentive ideas include such things as a free listing of their level of sponsorship in the yearbook or a school banner in the gym as well as free admission to basketball home games, special discounts to school functions, reduced priced copies of the yearbook, etc. Make sure there is a difference in benefits between the three levels of sponsorship and that you only have a limited number of sponsorships available for each level so they are attractive to the purchaser. By using the figures used at left, you can raise over \$6,000 and use 1-2 pages in your yearbook!

Advertisement Strips

Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information
Business Name Contact Information	Business Name Contact Information

16 - 20 strips on a page.
 Strip consists of business name, contact information and possibly a business logo.
 If each strip is \$15 = \$240-\$300/pg
 If each strip is \$20 = \$320-\$400/pg
 If each strip is \$25 = \$400-\$500/pg
 If each strip is \$30 = \$480-\$600/pg
 If each strip is \$35 = \$560-\$700/pg

This method offers another alternative for raising more revenue without using too many pages in the yearbook. Strip advertising is very similar to traditional advertising with one exception – there is no definite size breakdown of spaces like half page or quarter page. Instead, all strips run the same size for one set investment. Since the ad strip is very wide but not too tall, the best info to include is a business name, address, phone number, and a graphic if necessary. This uniform approach works well in most books – some schools even combine these strips with traditional ads.

Creating Effective Ad Sales Campaigns

As mentioned previously, you'll want to organize and develop multiple ad sales events, track and report financial progress of ad sales and establish a method of providing advertisement receipts to customers who purchase ads.

Here are some sales resources that should also be created and kept in special folders or a soft-sided briefcase for use when selling advertising space:

- ❑ COVER LETTER—to be used when explaining to potential advertising purchasers what options are available. Remember that it should be personalized based on the audience you're selling to. For instance, the letter that is sent home to parents making them aware of the opportunity to purchase a recognition ad for their son or daughter is obviously very different from the cover letter that accompanies advertising requests to local businesses, club sponsors, etc.
- ❑ RATE CARD(S)—to be used to explain advertising rates and other critical information advertisers need to know such as deadlines, ad guidelines and digital guidelines.
- ❑ LAST YEAR'S YEARBOOK—to help either remind advertisers what their ad looked like last year or prompt ideas from other businesses on how they'd like to represent their message in this year's yearbook.
- ❑ SAMPLE ADS—it's always helpful to see other ideas as a start in creating your own. Use sample ads you've created over time to make it as easy as possible for purchasers to decide what they'd like their advertisement to include.
- ❑ YEARBOOK SPECIFICATIONS—make sure potential advertisers understand the content of other parts of the yearbook and can visualize where their ad will be placed
- ❑ SKETCH PAD—that can be used to brainstorm and illustrate some basic design concepts so the advertisement can be designed accordingly.
- ❑ AGREEMENT FORMS (INCLUDING SALES RECEIPTS)—to formalize the sales transaction for both parties so you can plan on the purchaser's advertisement as a part of the yearbook and the advertiser has a confirmation of their purchase for accounting purposes.

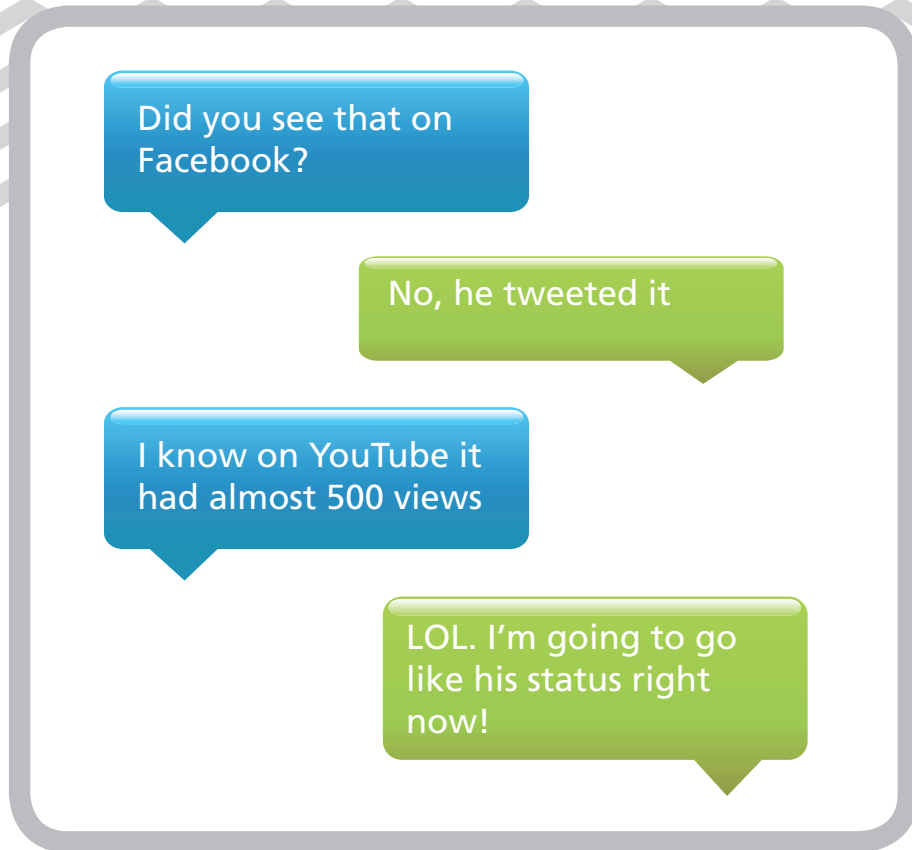
As you gain more hands-on experience in selling advertisements, you can modify your approach based on what works best for your situation.

Now that you've collected plenty of ideas on how to get organized, plan and conduct yearbook sales campaigns and advertising, you're ready to prioritize your thoughts and put your own game plan to work. Remember to enlist the help of others and have fun with such an important and rewarding opportunity!

Ad Sales Suggestion:

Consider publishing your ad rates at a higher price and then offer all buyers a special discount or coupon of savings with an expiration date.

Your goal to the public should be to sell as many small ads as possible along with a yearbook. The goal should be increased coverage. Buyers who want a full page ad will tell you, but many students and parents may not have the funds for a full page. If you take a business card size ad and a yearbook and package it together, you may create an attractive package for a parent for under \$100.



Face it. Social networking is where it's at. What better way is there to sell yearbooks than using the internet to your advantage?

- Once you've decided what social networking tools you're going to use, you'll want to assign key people responsibility to monitor your accounts. Remember, creating a strong online presence takes some time and dedication.
- Ask questions—this is their yearbook, what do they want to see in it?
- Create polls—fill your yearbook with stats that reflect your student's top picks.
- Post photos—status updates and tweets that include photos receive 50% more feedback.
- Make sure the yearbook staff is visible—students will be more apt to approach and share their ideas if they know the staff.

Even when you think there is nothing new to say, people always appreciate a reminder about how to get their hands on the yearbook (e.g. when, where, how much, etc.).



