



## PICTAVO COMMUNITY SET UP

Pictavo Community is your school's online storefront where parents, students and teachers can Purchase Yearbooks, Design & Purchase Ads and Upload Photos for consideration in the yearbook. You can select to make any or all features available to your school's community.

Users find your school through a simple State, City, School name search and then establish their own account.

This site is FREE to schools. Users will pay a 5% service fee for the purchase of yearbooks and ads. There is no fee for the Photo Upload feature.

Purchases are made via credit card on a secure site. The credit card transaction will read "Pictavo".

All purchases made on the site are reflected on your sales report, making the tracking of purchases much easier.

Once established, announce your storefront is open and can be found at [www.pictavocommunity.com](http://www.pictavocommunity.com). Or have your school's IT rep place a link on your school's website. Contact us for more information.

### **Ready to get started? Here's how:**

All settings are accessed through your Pictavo yearbook account, so you can follow the instructions in the Help Menu for set up, or contact our Tech Support Team at 1-800-887-0414 and tell them that you want to set up Pictavo Community for your school.

When getting ready to set up Community, be sure to have the following information ready:

### **Yearbook Sales:**

- How much do we want to charge for the yearbook?
- What is the deadline date for sales?
- How many yearbooks do I want to sell? (Keep in mind that you are not restricted to the number of books indicated on your publishing order. We allow you to alter the number of books you order up until the submission date, so don't limit yourself on the number of books available for sale.)

- Do we need to charge sales tax? (We are not tax advisers and will not be able to give you advice about this topic. Please consult with your tax adviser before proceeding.)
- Do I want the Service Fee to be reflected in the price of the book or as a separate item in the shopping cart? (Most schools include it in the price per book.)

### **Ad Design & Purchase:**

- What size ads do I want to sell online? (Full page, 1/2 page, 1/4 page and 1/8 page/business card size are all available.)
- How much are we going to charge for each ad?
- How many ads of each size do we want to sell?
- What is the deadline for ad sales? (We recommend at least two weeks before your book is due so you have time to place the ads on the pages.)

### **Photo Upload**

This feature allows your school community to submit photos for consideration in the yearbook, dramatically increasing coverage of events and students at your school.

Users can only view the photos that they submit. They cannot view any other images nor can they view the yearbook. These images are uploaded into a separate folder for your consideration for use in the yearbook. There is no charge for the use of this service. When setting up the Photo Upload option, consider the following:

- What is the last date I want people to submit photos?
- How many photos do I want each person to be able to upload? (Having additional photos to review is helpful, but you will want to restrict the number of images that people can upload so you don't have to go through their entire gallery.)