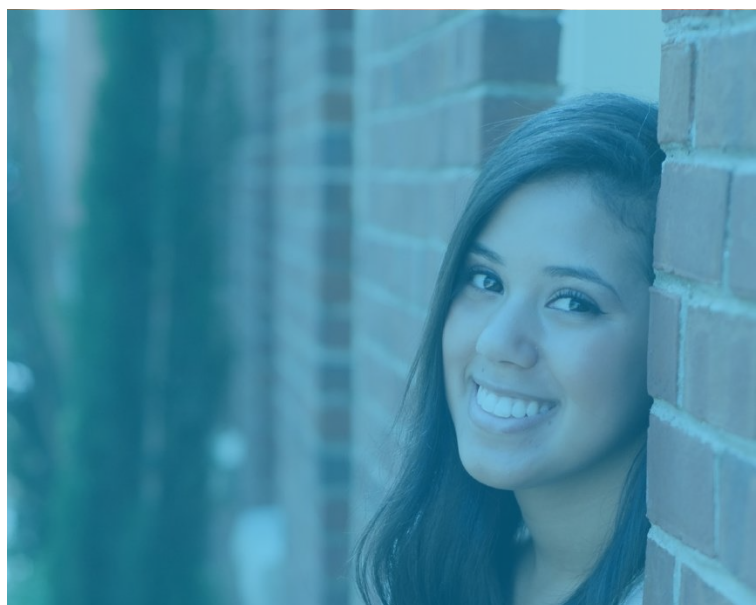




## YBLive's Yearbook Ad Sales Program

**Make Money from Yearbook Ads with Minimal Effort!**



# Contents

---

- 01** Introduction
- 02** Benefits of an Ad Program
- 03** Yearbook Ad Types & Sizes
- 04** Yearbook Ad Pricing
- 05** Sample Ad Content
- 06** Building Your Yearbook Ad Program

# Introduction

---

As a YBLive customer, you have access to a free e-commerce *Storefront*. The Storefront provides a school-branded online shopping cart experience, making it easier for you to market and sell your Yearbooks and Yearbook Ads.

A friendly online interface allows parents and school supporters to easily design Business and Student Dedication Ads, using a set of professionally-designed templates, plus their own photos and text. Finished Ads are submitted and paid for through a secure online Shopping Cart, and then automatically transferred to the YBLive software for placement in the yearbook.

With YBLive's Storefront, you can kick off a successful Ad program, and begin to benefit immediately, with minimal effort! The rest of this guide tells you how!

**Ads are a great way to promote school spirit, and allow parents to express their congratulations for their students, while generating substantial additional revenue for your company and the school!**

# Benefits of an Ad Program

---

There are several major, immediate benefits to launching an online Yearbook Ad Program with YBLive! These include:



## Generate Revenue

Ads can generate substantial additional revenue for your school! This money can be used for fundraising, or to support the cost of yearbook production.



## Increase Page Count

Yearbook Ads can increase the page count of the yearbook, increasing your overall profit without additional cost to the school.



## Online Sales

The ability to offer online sales, with a full-featured Yearbook Ad program, makes it easier for parents to purchase dedication ads for their children.



## Promote School Spirit

Participation in a Yearbook Ad program will promote school spirit and give parents the opportunity to celebrate their pride in their students' many achievements.



## Local Business Support

A Yearbook Ad program can also be used to develop relationships and garner ongoing financial support from local businesses.



## Learning Opportunity

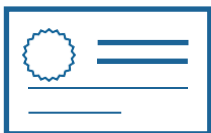
A student-run Yearbook Ad program teaches students valuable business skills including sales, negotiation, accounting, and more!

# Types of Yearbook Ads



## Student Dedication Ads and Grad Tributes

Student Ads give parents an opportunity to express pride in their student's accomplishments. Parents include photos of their student, and a personal message. Dedication Ads are appropriate for any age and grade. Grad Tribute Ads are typically for graduating Seniors and often contain a professional Senior Portrait, and sometimes even a baby picture, along with a message.



## Business Ads

Business Ads are a great way for local businesses, and especially parent-owned businesses, to express their support for the school. In a High School environment, a Business Ad sales program can be managed by student salespeople as a great learning opportunity.

# Yearbook Ad Sizes

Yearbook Ads are available in multiple sizes, defined by the amount of space they take up on the page.

A Yearbook Ad program does not have to include all of the available options. The specific sizes offered can be determined based on the expected Ad sales and goals for the Ad program.



### FULL PAGE

This is the largest and most expensive Ad size, which takes up a full page of the yearbook. These are most commonly Grad Tribute Ads.



### HALF-PAGE

This is a common size for both Student and Business Ads.



### QUARTER-PAGE

This is also a common size for both Student and Business Ads.



### EIGHTH-PAGE

Also known as *Business-Card* Ads, eighth-page Ads are perfect for Business Ads. A business card can be scanned, uploaded to the software, and used as the Ad itself.



### SIXTEENTH-PAGE

This size is also known as a *Loveline*, which contains enough space for a small text message, and an image or icon.

# Yearbook Ad Pricing

## What Should You Charge?

The range of pricing for Yearbook Ads varies greatly depending on the retail price of the book, cost of production, grade level of the school, and even geographic location. You will want to do some research to determine the appropriate prices to charge for your Ads.

Here are some questions to consider when developing your pricing:

**What does an additional page of the yearbook cost you to print? Remember, Yearbook Ads will add pages to your book, which will add to the cost.** A quick calculation is to take the total cost of your agreement (# of books x price per book) and divide it by the number of pages. That will give you a base price per page. As a general rule, you should charge at least 3 to 4 times that production cost for a full-page ad and calculate the other sizes accordingly.

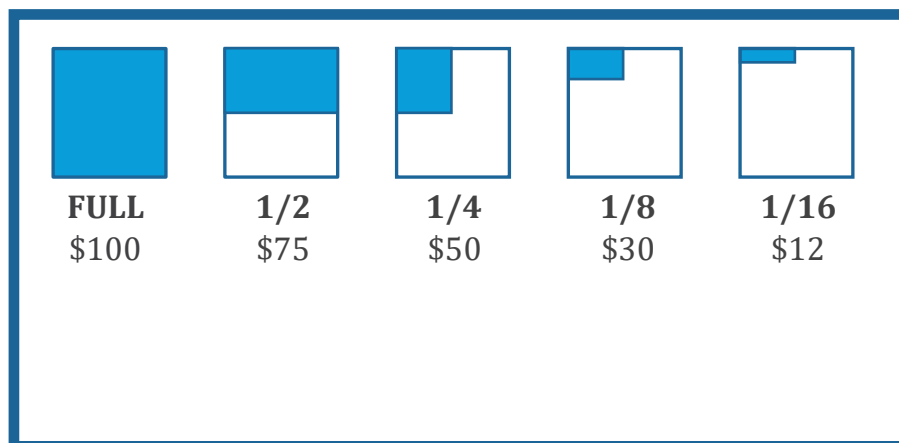
**What do you think parents are willing to pay for an Ad?**

**Has your school sold Ads in the past? If so, what did they charge?**

**What are other local schools charging for Yearbook Ads?**

**Is your Ad program going to be used to generate profit or raise funds?**

## Pricing Example



# Sample Ad Content

The YBLive Storefront contains a variety of professionally-designed content in multiple styles and sizes, for both Business and Student Dedication Ads.

**ANNA-MARIA**

Great job! Now it's time for summer vacation!

Mom and Dad

**2020 GRAD.**

**Mario Jones**

Congratulations! You worked so hard this year, made new friends, and had a lot of fun! We're all very proud of you and look forward to seeing what the next year brings. Great job! Now it's time for summer vacation!

Love,  
Mom and Dad

**MARY SMITH**

Great job Mary, you did it! Way to go on your grades! We're all very proud of you and are very excited about everything your future holds! Congrats!

We Love You,  
Mom & Dad

**BURGERIM**

**ALL RECENT GRADS GET  
A 20% DISCOUNT!**

A 123 Front Street City, ST 98765  
P 555.246.3579 | E [discount@burgerim.com](mailto:discount@burgerim.com)  
W [www.burgerim.com](http://www.burgerim.com)

**100** Joshua -  
Congratulations on a great year! You are a superstar! Love, Mom

# Building Your Yearbook Ad Program

## Using the YBLive Storefront

YBLive and the YBLive Storefront are fully-integrated with one another. Once the Storefront is enabled, the process for a user to create an Ad is simple.

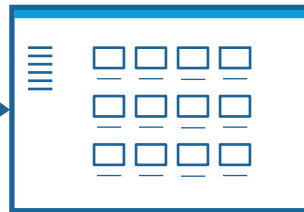
01



### Yearbook Landing Page

A branded landing page allows parents, businesses, and supporters to locate the Storefront for their school through [yblive.net](http://yblive.net).

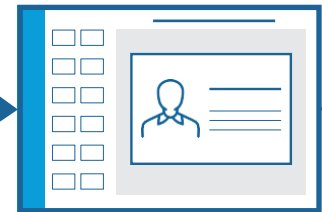
02



### School Storefront

In the storefront, Ad prices can be viewed for the various sizes available, then visitors can select the size and template for their Ad.

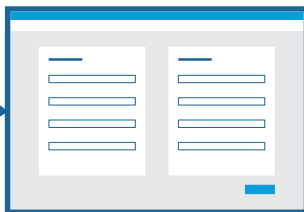
03



### Storefront Editing Page

An easy-to-use online designer allows even the most novice user to customize their Ad with their own photos and text.

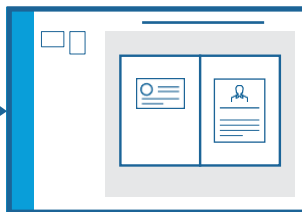
04



### Shopping Cart

Once complete, the Ad is purchased through a secure online Shopping Cart.

05



### Yearbook Pro

Submitted Ads are delivered automatically to a candid folder in YBLive, where they can then be placed on a yearbook page by staff. A sales dashboard allows advisers to track sales and generate reports.

Simple.