

# Yearbook Sales and Promotion



LONG  
LIVE  
YB



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# 5

## Steps to Selling Your Yearbook and Building a Tradition.

### 1

Develop  
a Sales Plan\*

#### What?

Products  
Price  
Sales Goals

#### When?

Back to School  
Fall  
Last Chance

#### How?

Online  
In School  
Both

\* You can count on your Jostens representative to help you develop the right plan for your school.

### 2

Create Buzz  
at School

#### Awareness

The yearbook  
is on sale.

#### Urgency

Don't miss out!

#### Fun!

Create demand so  
everyone wants one.  
Track coverage and  
let students know  
they're in the book.





# 3

## Create Buzz at Home

### Awareness

The yearbook is on sale.

### Urgency

Reserve your copy now!

### Clear Steps

Here's how you can order your yearbook.

# 4

## Run the Campaigns

### Promotion

Keep up the momentum.

### Visibility

Make it easy to buy.

### Tracking

Enter sales in Yearbook Avenue®.

# 5

## Deliver the Experience

### Distribute

Make it an event students look forward to.

### Sign

Messages from friends make it more personal.

### Celebrate

The school year and your amazing yearbook!

# Yearbook Sales Campaign

# TIMELINE



**Your yearbook  
sale should  
focus on four  
key time frames:**



Prep for  
Last Chance  
Campaign

**Last Chance  
Campaign  
(January)**

Prep for  
Distribution

**Distribution  
& Sales**

## ★ **Back to School Campaign**

This is the most important campaign of the school year. Take advantage of registration and parent night events to kick off your book sales. Early sales help build momentum and generate buzz about the book. The earlier you start selling, the more books you will sell!

*See pages 12–13 to find out how to maximize Back to School sales.*

## **Fall Campaign**

In the fall, school spirit is high and there are lots of events and activities underway. Use that emotion and involvement as a springboard for selling the importance of a limited offer book that captures all of those special memories forever.

*See pages 14–15 for tips on making your Fall Campaign a success.*

## **Last Chance Campaign**

This is the last chance students and parents will have to guarantee a copy of the yearbook. That message has to come across loud and clear in all your promotions. Now is the time to send a call to action to all non-buyers!

*See pages 16–17 for Last Chance Sale ideas.*

## **Distribution Sales**

Make your distribution event something students enjoy and look forward to attending. It is also a chance to sell extra copies, usually at a higher price than preorders. You want as many students as possible to own this valuable keepsake.

*See pages 18–19 for Distribution Sales tips.*

# Your Yearbook SALES PLAN

## Planning Activities:

- Set prices for the book, accessories and ads.
- Select sales method: online, in-school or both.
- Recruit a yearbook business team.
- Set sales goals and hang the Sales Goal poster.
- Post your campaign dates on the Sales Goal Poster.
- Set-up offers on Yearbook Avenue.
- Upload a student list to Yearbook Avenue.

### **How much should you charge for your yearbook?**

Looking at the price of past yearbooks is a good place to start, but keep in mind that prices of all products tend to increase over the years. In addition, you can charge a higher price if you are offering more features. Raising the price of the book as the year goes on is also a good way to create urgency and drive early book sales. Work with your Jostens representative to gain some additional pricing perspective.

### **What accessories will you sell?**

Students love to personalize and have choices in what they purchase. Jostens offers a wide range of yearbook accessories that help students add to the yearbook experience and make your sales more profitable. See pages 10–11 for all of the details on accessories and personalization choices. Samples of many of these items can be found in your Yearbook Kit. Display them wherever you sell yearbooks!

## How will you sell books and accessories?

Jostens has programs and materials to help you achieve your sales goals. Work with your Jostens representative to determine which is right for you. See pages 8-9 for more information.

## The Yearbook Business Team

Having a dedicated group of students focused on sales and promotion helps ensure that these important activities don't fall through the cracks while everyone is busy creating the book. On larger staffs, designate a student business manager and a business team to work on promoting and selling the book while the rest of the staff focuses on creation. On smaller staffs, your yearbook business manager may consider the entire staff a sales team. If you don't have a staff, there are other options you can pursue for help with selling the book (see sidebar).

To help keep your business team on track, each of the campaigns outlined in this guide will contain sales activities for the Yearbook Business Team.

Once you identify your team, complete the important "Getting Started" steps shown below.

## Getting Started

**Set goals and hang up the Sales Goals posters found in the Yearbook Kit so you can track your progress.**

- ✓ Aim to exceed book sales by at least 5–10% over last year.
- ✓ Aim to exceed recognition and business ad sales by 15–20% over last year.

**Post campaign dates on the Sales Goal Poster.**

**Upload a student list to Yearbook Avenue.**

- ✓ This helps track sales and coverage.
- ✓ It also makes it easier to tag people in photos.

## Resources

### Yearbook Kit:

Yearbook and Ad  
Sales Goals Posters

### Yearbook Avenue/ Education & Resources:

Yearbook Business Manager  
Application Form

Yearbook Business  
Manager Performance  
Evaluation

## Supplement Your Staff

Think about recruiting a class or an extracurricular group to take on yearbook marketing and sales goals:

- School business class or club
- Marketing class
- Yearbook parent organization
- Booster organization
- Student Council



# Selling SOLUTIONS

## Jostens Direct Solutions

Taking a yearbook from concept to delivery doesn't have to be stressful. Our convenient Jostens Direct Solutions (JDS) program makes selling yearbooks easy so you can focus on the fun stuff. This full-service program includes:

- Promotional and ordering materials
- Parent mailings
- Orders taken online, through the mail or by phone
- Payment processing
- Sales tracking and reporting

Simply choose the JDS program that best meets your school's needs:

- **In-School Program** — Your school holds an order-taking event and then Jostens sends statements to parents to collect payment. Jostens will send up to three statements per student.
- **School List Program** — Your school provides Jostens with a student list and we send yearbook offers directly to students' homes to involve parents in the purchase decision. Jostens will send up to three mailings per student. A registration order form is also available. Talk to your Jostens representative for details.

## Online Ordering

You can take orders 24/7 with Jostens easy online ordering program.

The program is easy to set up:

- Determine the products, prices and offer dates.
- Parents can order at their convenience on your school-specific page on [jostensyearbooks.com](http://jostensyearbooks.com) and pay by credit card.
- Jostens takes the online orders, collects payments and handles parent calls and queries for you.

You'll have a great online selling experience in no time. Just ask your Jostens representative.



## Yearbook Home Direct

Yearbook Home Direct is a Jostens sales tool that makes reaching parents easy. With Yearbook Home Direct, parents will receive up to four marketing pieces throughout the year with your custom message that promotes your yearbook.

At the beginning of the year, you select mailing dates, provide your student address list and add your own customized message to a series of professional, four-color direct mail pieces. Throughout the year, Jostens will print and mail the marketing pieces to parents who have not purchased a yearbook. The marketing pieces direct parents to pay online at [jostensyearbooks.com](http://jostensyearbooks.com) or bring payment to the school.

## Yearbook Kit Selling Tools

Your Jostens Yearbook Kit contains convenient, organized and comprehensive materials for every phase of sales, marketing and distribution. The kit's promotional materials are ready to use, saving you time and money. You'll find everything you need to increase awareness for more sales, track your results and coordinate distribution. These materials can be used alone or in conjunction with any other Jostens selling programs.

- Attention-getting posters, banner and window clings
- Accessory samples
- Sales and Marketing Guide and Quick Start Guide
- Book and Ad Sales Goal posters
- Celebrate Guide

## Custom Postcards

Jostens offers a variety of promotional postcards to help get your yearbook sales message home to parents. Ask your Jostens representative for details.

## What about Ad Sales?

Selling student recognition and business ads are a great fundraiser for the book. Plus they are a great way to feature more students in the book and strengthen ties to the business community. For complete information on setting up your ad campaign and the full-service Jostens Ad Service program, see page 20.



# Managing REVENUE

## What accessories should we offer?

Yearbook accessories can make your sales more profitable — and students appreciate having choices. Talk with your Jostens representative about these great yearbook accessories:

## Packages

Packages are a great way to generate revenue and provide value to buyers. Jostens has combined the most popular options into two terrific package deals:

### Deluxe Package

- 2012-2013 Hear the Year®
- Two Lines of Personalization
- Clear Protective Cover
- Photo Pockets
- One FREE Color Autograph Section
- One FREE Personalization Icon

### Signature Package

- One Line of Personalization
- Four Signature Autograph Pens
- Color Autograph Section
- Photo Pockets
- One FREE Personalization Icon



*Yearbook not included.*

### Personalization



Personalize your yearbook with up to two lines of copy, plus a variety of icons.

### Hear The Year®



Jostens exclusive Hear the Year features chart-topping hits from the school year.

### Autograph Section



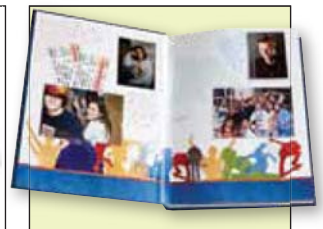
A colorful, eight-page insert for autographs and special personal messages.

### Clear Protective Cover



Protecting from scratches, spills and wear.

### Photo Pocket Sheet



Six, adhesive-backed photo pockets to hold mementos from the year and offer go-anywhere versatility.

# Personalization

Give students the option of personalizing their yearbook cover with a name, phrase and icons.

## Name, Phrase and Icons

- Up to two lines of personalization
- Up to 29 characters per line, including spaces
- Uppercase and lowercase letters
- Choose up to four icons for the yearbook cover
- One line of personalization required for icon use
- Select from a variety of icons
- Eight foil color options: red, gold, silver, blue, green, copper, purple and black
- Personalized yearbooks delivered in separate boxes, clearly labeled with student name and first line of personalization
- Personalized yearbooks sorted alphabetically by school, homeroom or grade

## Deadlines

- Refer to Yearbook Avenue for all personalization and accessory information
- Technical questions? Call (800) 328-2435 in the U.S. or (800) 665-7597 in Canada

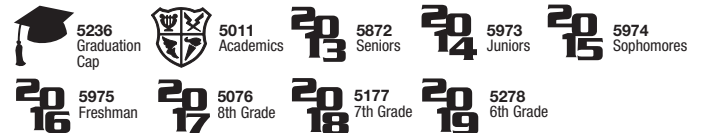
## Spring Delivery

Paper List	December 15, 2012
Online Submission	January 31, 2013
JDS Schools—Online Submission	February 21, 2013

## Fall Delivery

Paper List	March 15, 2013
Online Submission	April 3, 2013
JDS Schools—Online Submission	May 21, 2013

## Academic & Yeardates:



## School Sports:



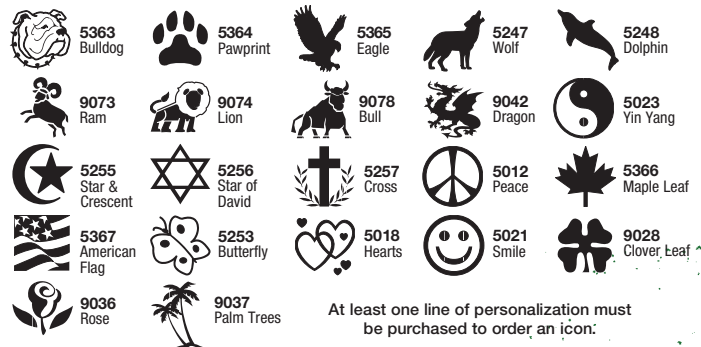
## School Participation and Arts:



## Interests:



## Mascots and Miscellaneous:



At least one line of personalization must be purchased to order an icon.

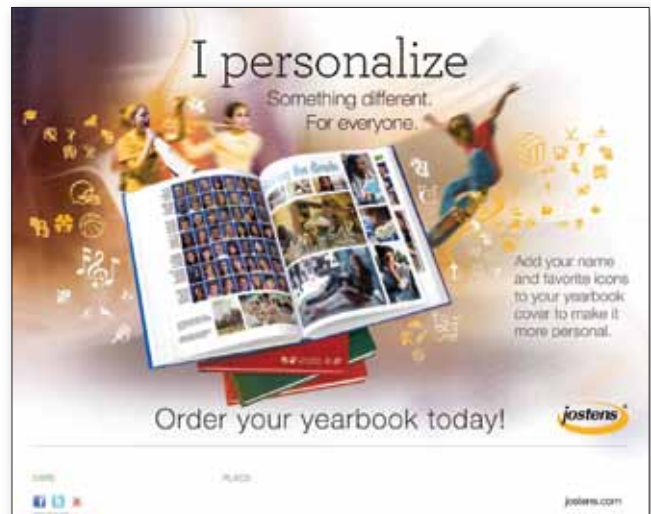
# Back to School CAMPAIGN

## Pre-sale Planning Activities

- Enter your yearbook offer on Yearbook Avenue.
- Work with your Jostens rep to make sure online ordering is set up so parents have a convenient way to buy and use their credit card for the purchase.
- After you set up an offer on Yearbook Avenue, an order form is generated for you with the click of a button. Print and photocopy your customized yearbook order form for distribution.
- Work with administrators to make your order form and sales message part of the Back to School packet. Plan ahead. Back to School communications often begin in the spring or are mailed to parents over the summer.
- If parents register online, ask to have the yearbook as an option during the checkout process.

## Create Buzz in School

- Hang yearbook posters in visible areas (main office, entrance, registration site).
- Set-up a display table at registration. Show last year's book as well as accessory and personalization samples found in your Yearbook Kit.
- Have staff members on hand at registration to take orders and answer questions about the book and accessories. Be sure to have receipt pads available if the yearbook is not part of the school registration form.



## Create Buzz at Home

- Include a yearbook flyer and recognition ad information in pre-registration mailings going to parents.
- Advertise a special “early bird” price for those who purchase at registration time to promote early sales.
- Email parents that purchased last year letting them know the book will be on sale at registration.

## Wrap Up

- Enter sales into Yearbook Avenue.
- Update the Sales Goal poster.
- Celebrate your success!

## Resources

### Yearbook Kit:

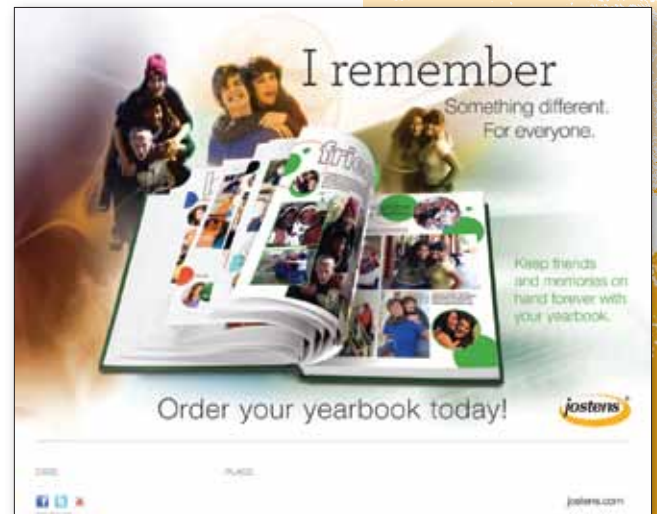
Posters and  
Accessory Samples

### Yearbook Avenue/ Plan:

Order Supplies

### Yearbook Avenue/Sell:

Set Up Offers





# Fall

# CAMPAIGN

This should be your biggest campaign of the school year. Plan ahead to make it a success. Create buzz at home and at school to create demand, relay a sense of urgency and provide clear ordering instructions. If you are raising the price of the book after this sale, be sure the “buy now for the lowest price of the year” message is clear in all your promotions.

## Pre-Sale Planning Activities

- Set up selling locations and times for in school sales.
- Make sure you have plenty of order forms and/receipt pads.
- Create staff t-shirts to help promote yearbook sales. Jostens also has staff shirts available for order.
- Set up your ReplayIt™ site so you can ask parents and students to upload photos for the book.

## Create Buzz in School

- Display Yearbook Kit posters or create your own.
- Display window clings on windows and doors.
- Create daily announcements – make them fun to generate interest, but be sure to let students know how to buy.
- Put an ad in the school newspaper.

## Additional Ideas

- Create a yearbook Facebook page to share news about the book. Ask each staff member to send friend requests to 25 students.
- Create a staff yearbook commercial and post it on YouTube. Put the link on your Yearbook Facebook page.
- Ask each staff member to text 20 friends reminding them to buy a book.
- Use sidewalk chalk around the school to promote the sale.





# Last Chance

# CAMPAIGN

The goal of this campaign is to let students and parents know that time is running out. This is their last chance to reserve their copy of the yearbook. It is important to create a sense of urgency so no one misses their chance to own a copy of the book. This is also a great time to build excitement and anticipation. Show previews of the book and let students know they are in it. Get them involved by asking them to submit photos on your school's ReplayIt™ site.

## Pre-Sale Planning Activities

- Set up selling locations and times for in-school sales.
- Make sure you have plenty of order forms and/receipt pads.
- Run the Coverage Report in Yearbook Avenue. Highlight students who are in the book, but have not yet purchased.

## Create Buzz in School

- Display Yearbook Kit posters or create your own.
- Display “Share the Book” poster and attach printouts of yearbook pages.
- Display window clings on windows and doors.
- Create daily announcements —make them fun to generate interest, but be sure to let students know how to buy.
- Use locker stuffers to remind students to buy.
- Create “You’re in the Book” cards and send to non-buyers that appear on the coverage report.
- Put an ad in the school newspaper.

## Additional Ideas

- Create a yearbook Facebook page to share news about the book. Ask each staff member to send friend requests to 25 students.
- Create a staff yearbook commercial and post it on YouTube. Put the link on your yearbook Facebook page.
- Ask each staff member to text 20 friends reminding them to buy a book.
- Use sidewalk chalk around the school to promote the sale.

## Create Buzz at Home

- Send a message home to parents by mailing a postcard or adding a letter or postcard to a parent mailing being sent from the school.
- Put a banner ad on the school website for parents to see. You'll find several banner ad designs to choose from and complete instructions on Yearbook Avenue.
- Communicate the sale using the school's phone messaging or email system.
- Put a "Yearbooks on Sale" message on the school marquee.
- Distribute flyers to parents at school events (programs, sporting events, parent meetings, etc).

### Additional Ideas

- Create an Image Widget and post it on the school website. The widget highlights photos from the yearbook and includes links to submit photos and order a book.
- Place yard signs on front of the school promoting the sale.

## Wrap up

- Enter sales into Yearbook Avenue.
- Update Sales Goal poster.
- Celebrate your success!



## Resources

### Yearbook Kit:

Posters  
Window Clings

### Yearbook Avenue/ Plan:

Order Supplies  
ReplayIt

### Yearbook Avenue/ Education & Resources:

Selling

### Yearbook Avenue/Sell:

Enter Sales  
See reports

# Distribution SALES

If you have unsold copies of the yearbook, the distribution event is the perfect place to sell them. Those who didn't take advantage of previous opportunities to buy will be thrilled that they have one last chance. Normally, these copies are sold at a price slightly higher than pre-sold copies. Be sure to include the message that a limited number of copies are still available when you advertise the distribution event. You can also begin selling copies prior to the event.

## **Pre-Sale Planning Activities**

- Refer to the Celebrate Guide in the Yearbook Kit for distribution ideas.
- Set up selling locations and times for in-school sales.
- Make sure you have plenty of order forms and receipt pads.

## **Create Buzz in School**

- Display Yearbook Kit posters or create your own.
- Display window clings on windows and doors.
- Create daily announcements—let students know there are a limited number of books available and how to buy.
- Create “You’re in the Book” cards and send to non-buyers that appear on the coverage report.
- Put an ad in the school newspaper.

## **Additional Ideas**

- Update your yearbook Facebook page to share the news about the distribution event.
- Create a staff yearbook commercial and post it on YouTube. Put the link on your Yearbook Facebook page.



## Create Buzz at Home

- Send a message home to parents by mailing a postcard or adding a letter or postcard to a parent mailing being sent from the school.
- Put an article in the school newsletter.
- Put a notice on the school website.
- Communicate the sale using the school's phone messaging or email system.
- Put a "Yearbooks on Sale" message on the school marquee.

### Additional Ideas

- Distribute a press release with details of the distribution and last chance sale.
- Place yard signs on front of the school promoting the sale.

## Wrap up

- Enter sales into Yearbook Avenue.
- Update Sales Goal poster.
- Celebrate your success!

## Resources

### Yearbook Kit:

Posters  
Window Clings  
Celebrate Guide

### Yearbook Avenue/ Plan:

Order Supplies  
ReplayIt™

### Yearbook Avenue/ Education & Resources

Selling

### Yearbook Avenue/Sell:

Enter Sales  
See Reports

### Yearbook Avenue/ Distribute:

Distribution Tools

# Ad SALES

Selling advertising is a great way to boost your yearbook budget. In addition, recognition ads give families a chance to recognize achievements and share special memories of their student. Business ads provide a way for local businesses to support your school while reaching local families with their sales message.

## Pre-Sale Planning Activities

- Obtain administrative approval for your sale and become familiar with your school's guidelines.
- Decide what ad sizes you'll offer. Allowing a variety of sizes gives customers the option to select the size that fits their message and budget. The most common sizes offered are full-page, 1/2 page, 1/4 page and 1/8 page.
- Work with your Jostens representative to set prices that cover your page costs and allow for fundraising. You might also consider raising the price as time goes on. That creates a sense of urgency with buyers and helps you determine the number of ad pages needed earlier in the year.
- Decide how you will conduct your sale. Your staff can sell and create the ads in school or use the full-service Jostens Ad Service program. More information on the Ad Service program for both recognition and business ads appears below.
- Enter your ad offers (recognition and business) into Yearbook Avenue. This will allow you to create and print custom order forms and track your sales.

If you like the idea of offering recognition and/or business ads, but are worried about the time it will take your staff to manage all of the details, ask your Jostens representative about the full-service Jostens Ad Service program. With this service, we'll handle ad sales and create your ad pages for you while making it easy for families, friends and businesses to purchase with online.

## Jostens Ad Service includes:

- **Sales and ordering** — We provide an attractive, colorful flyer customized with your ad offering for you to send to parents and businesses.
- **Online access** — Parents may create and order their ad online or by mail using the order form provided. Business customers are directed online to purchase their ad.
- **Payment by check or credit card** — Parents can pay with a credit card online or send a check with their offline order to our processing center. Business customers will love the convenience of online payment with a credit card.





## Recognition Ad Promotion

The key to an effective recognition ad campaign is reaching the parents with your message and all the details on how they can participate. Here are some ideas:

- ❑ Mail flyers home to parents with details about your sale.
  - Make sure there is an order form attached and clear instructions on what they need to provide, who they send their ad to and what the deadline is.
  - If your school has not offered ads before, it is good to include some examples. You'll find some on Yearbook Avenue/Sell/Plan & Promote.
  - Include ad sale information in school mailings to senior parents or include them with report cards to be sure all parents see them.
- ❑ If you sell your yearbooks online, include your in-school ad offer to so parents can pay online and send their photos and text to the staff for creation of the ad.
- ❑ Post reminders on the school website, the school parent newsletter and even the student newsletter.
- ❑ Advertise the ad sale on the marquee outside the school.
- ❑ Distribute flyers to parents attending Open House, Parent Night, PTO meetings, etc.
- ❑ Schedule a few evenings where parents are invited to drop off their orders and consult with yearbook staff members on ad designs.

- **Material management** — We handle all digital and printed photos, ad messages and orders.
- **Design** — Customers can choose from a variety of ad template designs and fonts. After the orders are placed, our graphic designers create the ad pages for you.
- **Creative control** — You can edit and approve every ad we produce.
- **Call center support** — Customers who need assistance are directed to call our toll-free call center, not your school.

## Setting up Jostens Ad Service

**With some help from your Jostens representative, setting up Jostens Ad Service is easy. For a complete step-by-step instruction guide, go to Yearbook Avenue, Sell, Promoting Recognition and Business Ad Sales, Jostens Ad Service. When you enroll in the program you will receive a Jostens Ad Service Welcome Kit that includes samples of all promotional materials and tips for getting your school community excited about the opportunity to purchase an ad.**



# Ad SALES

## Selling Business Ads

Yearbook staffs that are successful at selling business ads recommend the following best practices:

- Start early. This is especially important if you will be competing with other schools in your area for those advertising dollars! You may want to consider beginning your ad sales in the spring or summer.
- Be organized. Business people will be impressed by your businesslike approach. Use professional looking promotional pieces and keep accurate records.
- Be creative. If your ad sales aren't getting the results you'd hoped for, try a new approach. Give your ad customers the right choice for their business and budget. Here are some examples of creative ideas other staffs have used.
  - School vendor ads—Ask your principal to send a letter to all school vendors, asking them to appear on the school vendor ad page. A listing usually consists of a name, address and tagline or slogan. You can fit 20–30 of these listings on a page. And you can sell them for \$50 each.
  - Silver/Gold/Platinum sponsor ads—Create a double-page spread for sponsor ads and offer businesses three levels of recognition. Silver sponsors donate \$25 and receive one line of type; gold sponsors donate \$50 and receive two lines; platinum sponsors donate \$100+ and receive up to four lines of type. Using this approach, one double-page spread of sponsor ads can generate \$3,000 or more.
  - Page Sponsorships—If you don't have an ad section, you can sell page sponsorships to businesses. Place the company name down by the folios ("This page sponsored by...") or place very small ads along the bottoms of the pages.

## Resources

### Yearbook Kit:

Ad Receipt Pads  
 Ad Sales Goal Poster  
 Page Surfer Book –  
 Previews Ad Templates  
 and Click-n-Go! Designs

### Yearbook Avenue/ Plan:

Order Supplies to Help  
 with Your Sale

### Yearbook Avenue/Sell:

Offer Set-up – Enter Your  
 Offer and Print Custom  
 Order Forms  
 Enter Sales – Track Your  
 Results, Print Invoices and  
 Receipts

### Yearbook Avenue/ Education & Resources:

Sample Letters  
 Jostens Ad Service  
 Tools to Sell Ads

**Hair Associates**

*Hair Stylists  
 Massage Therapy  
 Nail Services  
 Make-Up  
 Weddings*

1458 North Baker Road

**Stell's  
 Pizza & Pasta**

Eat in or take out.  
 Family friendly and fun  
 2 Convenient locations

6575 W. Broadway 789-0508 3457 Elm Street 789-7805

**Sanford Real Estate**

Julia Sanford  
 Owner  
 3603 State Drive  
 Chaska, Minnesota  
 55120

Phone (953) 715-9037  
 Fax (953) 755-9035

**Hair Associates**

*Hair Stylists  
 Massage Therapy  
 Nail Services  
 Make-Up  
 Weddings*

1458 North Baker Road  
**246-897-9807**

**Key's Music Store**

*New and Used Instruments*

125 West Trade Avenue  
 969-0987

**Sanford Real Estate**

Julia Sanford  
 Owner  
 3603 State Drive  
 Chaska, Minnesota  
 55120

Phone (953) 715-9037  
 Fax (953) 755-9035

**Jeni Florist**

Jeni Westers  
 Owner  
 10000 County Road  
 10000 County Road, NE 55005  
 (952) 836-4422



# Sales TOOLS

## Posters



Sales Poster



Signing Poster



Personalization Poster



Share the Book Poster  
Item # 1448

Sales Posters (set of 3) Item # 1447



Sale Banner Item # 1446



Student Coverage Poster  
Item # 1460



Sales Goal Poster  
Item # 1461



Ad Goals Poster  
Item # 1111

## Clings



Window Cling A  
Item # 1103



Window Cling B  
Item # 1103

## Guide



Yearbook Sales and  
Promotion Guide  
Item # 1437

## Misc



Yearbook Receipt Pad  
Item # 1077



Ad Contract Pad  
Item # 1348



Classroom Collection  
Envelope  
Item # 1347



Book Purchase  
Sticker  
Item # 1114

To reorder any of the items pictured, contact Marketing Services at 1-800-972-5628 or order online (go to Yearbook Avenue/Plan/Order Supplies). Canadian customers, please contact your Jostens representative.