

Let's count the ways...

We can help you sell your yearbooks!

You may have noticed that we are really focused on helping you sell more of your yearbooks this year than ever before.

That's because one of our big goals is that every student in your school has the opportunity to have a yearbook of their own. And when they do, everyone wins. The student gets years of memories and you get more readers and a lower per book cost for your yearbook.

But sometimes we get so busy dealing with deadlines, covers, endsheets and all the other yearbook stuff that we miss telling you about all the ways we can help you.

So, here, without further ado, are all the ways we can help you sell your yearbooks. If you like one, just ask me about it.



JDS (Jostens Direct Solutions)

This is a full service book merchandising program. Some of you folks have been using it for years, others of you may not have heard of it. For those of you who have used it in the past, it will retain the same options as last year.

- ✖ This is the best choice for schools who want minimal involvement in the book merchandising process because we do most of it for you.
- ✖ Orders are taken by mail, phone or on the web.
- ✖ Orders can be tracked via ItPays on your Yearbook Avenue website.
- ✖ This is the absolute best way to go for reaching every student and parent.

JDS is a combination of direct mail/telemarketing and in-school sales that is mostly done by Jostens for you. If you are having problems with your yearbook sales and I have not mentioned JDS to you before, ask me about it today. I can give you all the details.



HOME (Home Ordering Made Easy)

The HOME program allows you to create a super flyer online. In fact you can do it right on your Yearbook Avenue website. Then you take that flyer and use it for your book sales campaign that you do right in your school. This one takes a little more work than JDS but it is a great supplement to your in-school yearbook sales campaign.

- ✖ The HOME flyers are professionally designed but personalized for your school and come to you printed in full color for you to distribute.
- ✖ You can create up to four different flyers for your school. Send one to students, one to parents, a follow-up for holiday buying and a last-minute flyer for just before your sale ends.
- ✖ If you have ever had problems communicating to parents all the details about their kid's yearbook buying experience, the HOME program is just what you need.
- ✖ With the HOME program you also have the option to have your yearbook available to be purchased online which gives your parents a credit card payment option.

HOME is the best solution for schools who don't need the complete power of JDS but need that extra boost in their sales to get to those last few buyers who need a gentle reminder. If this sounds like something you would like to use, call me today.



Online Ordering

This isn't really a complete method for selling yearbooks but it can be a great way to add to your in-school sales campaign. We now can set you up to allow your buyers to purchase their yearbooks online through Jostens. This is the first year that this has been available. In the past, if you wanted to use online ordering you had to be using the HOME program or JDS. Now it is available to supplement your in-school campaign.

- ✖ Gives parents and students a way to purchase the yearbook using a credit card.
- ✖ We provide you with web ads that you can have your school's webmaster put on your school's website to direct parents to the book sales site. We also provide you with e-mail links as well.

Online ordering is not a book sales campaign in itself. But it will give your tech-savvy students and parents who are used to buying online a place to do just that. To get started taking online orders you need to have me enroll you through Yearbook Avenue, so call me today.

Keeping track of it all

We know what you're thinking. It's hard enough to keep track of yearbook sales when they are only sold at registration, by your school bookkeeper or in the cafeteria at lunch. How will you ever keep track of them online, by phone and by mail as well? Never fear. You didn't think we would leave you high and dry on that one, did you? You keep track of it all on Yearbook Avenue with our online ItPays software. Check out the left side of page six for more info. ▲