


REGISTRATION

✓ SALES CHECKLIST

→ PRE-PLANNING

- Confirm your sale campaign dates.**
Work with rEpReSeNtAtIvE to set up all sales offers for the entire year.
View under Sell/ Set Up Offers.
- Include order form in back-to-school mailing.**
Contact rEpReSeNtAtIvE if you need a form.
Ask office when form is needed.
- Place all sales and image upload banners on the school website.** 
You will find them on Yearbook Avenue under Sell/Plan and Promote.
See instructions in this section of this Guide.
Post all forms online.
Contact rEpReSeNtAtIvE if you need help.
- Place yearbook option on fee sheet.**
Include a line that says “highly recommended.”
Ideally, have parents check if they do NOT want a yearbook.
- Create a plan to sell books at registration.**
Print order forms.
Recruit plenty of staffers to help.
- Customize a blurb in your school’s newsletter that reads like this:**
Order your 2018 yearbook!
We have an amazing year ahead of us at school name, and our yearbook will capture all the big events of the school year. Don’t let your student miss out on our yearbook designed by our students, for our students. You will have three limited-time opportunities to order the yearbook and capture the memories.
Now through xx/xx/xx, for \$xx
Xx/xx through xx/xx for \$xx
Xx/xx through xx/xx for \$xx
Order today and save! You can place your order for the yearbook at jostensyearbooks.com or with our school bookkeeper. Thanks for being a part of our yearbook tradition!
- If selling online through Jostens Yearbook Sales, check your Sales Dashboard under the Sell Menu for more great promotional ideas.**

→ REGISTRATION DAY

- Enlist plenty of staffers to help.**
A long line will cause you to lose buyers. Staffers are busy in the summer; recruit help early.
- Set up the yearbook table in a location that ensures parents and students will have to stop by.**
Make it fun! Have posters, balloons, give away candy, etc.
- Have order forms and a bank of laptops ready for ordering.**

→ WRAP UP

- Enter sales on Yearbook Avenue.** 
See instructions after the August section of this Guide for entering sales and uploading your student list.

➤➤➤ **“Selling the books at registration is the fastest and easiest way. Make sure you reach each student and don’t wait for them to come to you.”**

 **GREAT idea**

HOW to Set up a banner for your school website

- In Yearbook Avenue, go to Sell/Plan & Promote.
- On the Plan & Promote page, select “Choose a banner ad for your school’s website.”
- When the page opens, choose the appropriate product (yearbook, ads, etc).
- Select the banner ad you want to use. Right-click on it and choose Save Photo As, then save it to somewhere on your computer where you can find it.
- Above the banner options near the top of the page, select the text in blue that is your online link to your sales. Copy and paste it into an e-mail to your school’s webmaster.

Online Yearbook Ordering Link: <http://jostensyearbooks.com?REF=A0052480>

- Attach your saved banner and send, asking them to put it on your school’s home page.



HOW to Set up and promote Replay It

ReplayIt allows students, staff and families to upload, view and share images throughout the year. Using ReplayIt, your school community can share their favorite photos with you and view the photos your staff and other community members are sharing. It is a great way for you to get more content for your yearbook, while at the same time making your school community feel more included.

To set up and promote your school’s ReplayIt page, select ReplayIt from the Plan menu in Yearbook Avenue or clicking on the Set Up/Promote link next to the ReplayIt Inbox in your Image Library.

1 A website for uploading photos and videos has automatically been created for your school. Use the fields below to further customize your web site. You can view the site by clicking www.replayit.com.

ReplayIt Enabled: If ReplayIt is not enabled, any previous years' ReplayIt Time Capsules will remain active.

Full name of school:

Site access: Unrestricted Password Required:

Primary school color:

School logo: Note: the ideal size for your logo is 80 pixels wide by 80 pixels tall. You can submit any of the following file formats: .TIFF, .PNG, or .JPEG.

Choose File: no file selected

Change...

Enable photos from Facebook. Note: Images from Facebook will be moderated before they will appear on ReplayIt.

Enable Ads within ReplayIt. Note: Manage Advertisement: images through the ReplayIt Ads folder within the Image Library. [Read more for help.](#)

By clicking "Save Changes", you are accepting the Terms & Conditions.

Promote Your Site

Site Email
Email is a great way to let students and parents know about your ReplayIt site. Use our email template to invite them to see your content and share their own photos.

Send Out a Flier
Use this flier to promote ReplayIt and encourage students and parents to submit photos for the yearbook. This flier can be handed out at school events, distributed to students or put inside programs.

More Promo Materials
Find a great collection of ReplayIt marketing pieces including: business cards, social media images, commercials and more.

- Customize your site: choose your school name, color, and school logo. (Figure A)
- Send push notifications through the app. (Figure B)
- Promote the site with email, send out a flier, and create promotional materials. (Figure C)

STAFF ✓ CONTRACT

To create the best working relationship between all those involved, it is important that we all agree on a given set of consistent expectations from the beginning. Please consider the following expectations, initial each of those to which you agree, and sign in the appropriate place.

PARENT/GUARDIAN

- I grant permission for my child to leave campus on journalism-related errands relieving the school and the adviser of all responsibility.
- I grant permission for my child to drive off-campus on journalism-related errands, relieving the school and the adviser of all responsibility.
- I understand that my child will need to devote time outside of class to the completion of assigned tasks.
- I understand that my child will be working with specialized equipment and supplies and will be held responsible for any damage and/or waste due to negligence.
- I understand that if my child is going to be absent that he/she needs to notify the yearbook adviser prior to his/or class period.
- I understand that my child will be responsible for assisting with financial aspects of the publication, including book and advertising sales, and that it will be a part of the evaluation criteria.

STUDENT

- I understand that I may be asked to leave campus on staff-related assignments and pledge to behave responsibly, reflecting the best of myself, the staff and school.
- I understand that should I be asked to drive off-campus I am to drive responsibly, realizing the consequences of inappropriate behavior.
- I have been made fully aware that I may be asked to devote outside time in order to complete assigned tasks for deadline time. I commit myself to making those times available when necessary.
- I understand the importance of the publications' equipment and supplies and pledge to treat them with respect. Should I neglect and/or abuse the materials, I will repair or replace them.
- I understand the importance of my being in class. For whatever reason, when absent, I will call the yearbook adviser to report my absence so alternate plans can be made to meet deadlines.
- I understand that I may be asked to help with the financial commitment of the publications, including advertising, yearbook sales, and other fundraisers.

PARENT/GUARDIAN SIGNATURE

STUDENT SIGNATURE

HOW to Create Yearbook Avenue Logins

- Login to www.yearbookavenue.com with your adviser password.
- Go to the Plan menu, then select Staff.
- Click the “add staff” button in the upper right corner and fill in the info for each staffer. Consider making logins and passwords the same as the student’s school computer logins or student ID numbers. Passwords must have at least 6 characters and one number.
- Assign each staff member a role. Each role has different access to the site:
 - Staff:** can access the pages you assign to them, any unassigned pages, and image library.
 - Editor:** can access any page in the yearbook and image library.
 - Business Manager:** can access the pages you assign to them, any unassigned pages, image library and the “sell” function of the site to enter sales and run reports.
 - Adviser:** can access all pages and all parts of the site.
- Customize permissions for staffers using the expanded menu. (Figure A)

Permissions		
Images	+	Page Ladder
Page Designer	+	Create
Plan	+	

- Click “Save” and your staff member is ready to log in!
- Note: Once you get them logged in you can always edit their access, monitor their activity or even deactivate an account by clicking “View,” “Edit,” or “Active” next to their name. (Figure B)

HOW to Set up fonts and colors

You can select the specific colors and fonts that will be available for use in the book.

To customize your color palette:

- Use the Plan menu on your header bar to access the Color Palettes page. (Figure A)
- Activate or Deactivate entire palettes, or expand palettes to edit individual colors. (Figure B)
- You can build a custom palette by clicking “Create Custom Palette” at the top right. (Figure C)
- Tip: You can also Add Colors from the Format tab in the Page Designer when the color palette is open.

To load your fonts:

- Use the Plan menu on your header bar to access the Fonts page. (Figure A)

Name	Font Name	Type	Active Font ID
AVT Abigail	Abigail	Script	Active
AVT Action	Action	Decorative	Active
AVT Akiara	Akiara	Script	Active
AVT Akiara	Sans Serif Study	Script	Active
AVT Barker Booth	Booth	Decorative	Active
AVT Blair	Blair	Script	Active
AVT Basic Class	Basic Class	Script	Active
AVT Beatrix	Beatrix	Script	Active
AVT Bergman	Bergman	Script	Active
AVT Bergman	Beatrix	Script	Active
AVT Betty	Betty	Script	Active

- Activate or Deactivate individual fonts or families. (Figure D)

- Tip: You can also access Add Fonts from the Format tab in the Page Designer when text is selected.

- You can give editors permission to edit and select these options by using the expanded permissions menu under their login information (see above).

how to TAG PHOTOS

Jostens image tagging software helps you accurately identify everyone in your yearbook using facial recognition technology. When you click on a face in a photo, you'll be provided with suggestions of who that person might be. This process helps eliminate spelling errors since staff members are not required to type in names. It also makes name identification more consistent.

→ Getting set up.

- To make tagging photos easy and accurate, you will want to have a student list uploaded. If you haven't uploaded a student list yet, now is the time to do it. You can wait for your portrait cd, but uploading your student list will allow you to begin tagging much earlier.
- Ask your registrar for an Excel file with each piece of the following information in a separate column. This also works with your marketing program. At minimum, you need first name, last name, grade, and student id.
 - First Name, Last Name, Address 1, City, State, Zip Code, Email Address, Grade, Student ID
- To upload the list, you can email it to YBStudentLists@jostens.com (fast), rEpReSeNtAtIvE (faster), or go to the Sell menu and Student Lists in Yearbook Avenue and upload it directly (fastest).

→ How to tag images

- After you upload a photo, YTO will place boxes over areas it recognizes as faces. (Figure A)
- A list of faces with a box that says "Unknown" will appear to the right of the photo. (Figure B)
- Click each box to select a name for each face. Matches will appear at the top of the list and will be highlighted.
- Type in a name and the list filters to names matching your typed text. (Figure C)
- If the face you need to tag is not automatically recognized, click on it to add a box, then tag the faces with names using the same process as outlined above.
- If the person you are tagging is not in the list, click on the +Add button and enter the Name and Grade information into the appropriate fields. Make sure you've double checked if the name you are entering could be a nickname for a student. (Figure D)
- Click OK to add the name information to your image.
- If you need to remove a name from the list, click on the X button next to the name.



→ Tagging group photos

- Highlight and copy all the names you want to add from your list - you can copy from an email, the caption on the page, a word document, etc.
- Right click on the image and choose "Tag Names," then click the icon of the blue people at the top of the box (Figure E).
- In the new window, paste all your names using the keyboard shortcut "Control (Command-Mac)V".
- Make sure the names are either in single file or separated by commas.
- When you are all done entering the names for the photo, click the OK button in the lower right corner.



how to SUBMIT PAGES

→ GETTING READY

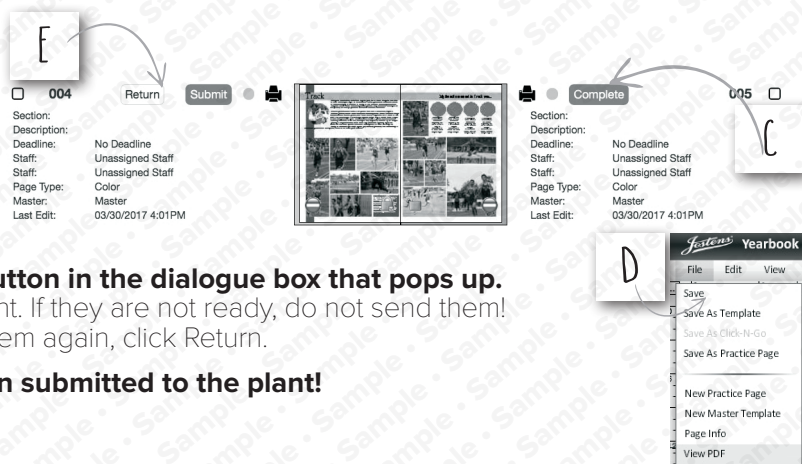
- **Using a checklist (See page 30 of this Guide) make sure all pages have every element complete on them. Check fonts, spacing, colors, etc.**
- **Once you have completed your pages, make sure to double and then triple check them.**
Create a best practice of having them absolutely perfect—while yearbooks always have errors, we can do our best to avoid them. The best way to do this is to click the “Preview Page” button in the tool bar to see a PDF of the page. (Figure A)



- **Check for the following items:**
Text boxes with text cut off or not showing (text boxes with red x's).
Empty text boxes (text boxes with grey x's).
Extra image boxes (hidden blue boxes).
Page numbers. Are they where you want them and correct?
Unedited text (boxes with original template text in them).
The best way to check for these items is to click on the “Highlight Incomplete Elements” button in the Yeartech Online tool bar. (Figure B)
This will highlight all incomplete elements that need changing by you before you can submit the page.

→ SUBMITTING

- **You have two options to submit pages.**
On your Page Ladder, click the “Complete” button to the side of the page you want to submit. (Figure C).
Within the Page Designer, go to the File Menu and Page Info, then click the “Complete” button. (Figure D).
- **Press the “Submit Button” and the “Yes” button in the dialogue box that pops up.**
WARNING: This will send your pages to the plant. If they are not ready, do not send them! (Figure E) If you decide you need to work on them again, click Return.
- **Congratulations! Your pages have now been submitted to the plant!**



→ TROUBLESHOOTING

- **Note: You may get errors when submitting:**
- **An empty image box exists**
(click on the “Highlight Incomplete Elements” button—the box will be highlighted. Click on it and delete it!)
- **A text element remains unedited**
(go into the page and click the “Highlight Incomplete Elements” button—triangle with a red exclamation point).
- **Text may not wrap correctly**
(check for text boxes that may have lots of extra spaces).
- **Text may not fit**
(print a PDF of the page and check for text with red x's through it—sometimes they won't show up on the page, but will on the PDF proof—adjust as needed. If none found click Edit>>Select>>Text and see if there are tiny text boxes hiding.)
- **If you still can't find the error?**
Call Technical Support (1-800-328-2435) or e-mail rEpReSeNtAtIvE—we're here to help!