

Count On Us  
to help you sell & fund  
your yearbooks.



## Yearbook Sales Guide



1-800-247-1526 | [www.memorybook.com](http://www.memorybook.com)

# sales guidebook

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Let us help you with your yearbook sales and marketing plan. This guidebook covers the three basic areas to support a successful yearbook program. Contact your sales consultant for more examples that have been proven to work. We are here to help!



# planning & tracking

## Planning and Tracking Sales

### The Sales Plan

1. Establish a budget: Determine yearbook expenses & income. Some estimation may be required.
  - Start with expenses. These may include...
    - Yearbook quote from Memory Book Company
    - Photographer
    - Yearbook staff
    - Promotional Materials- posters, booth space or incentives (See the promotional materials Memory Book offers on page 5)
    - Miscellaneous- Office supplies, postage, etc.
  - Next, determine available revenue sources...
    - Sale of yearbooks (see example below)
    - Fundraising
    - Advertisement sales (see example on pg. 8)
    - Donations – PTA/PTO, school budget, friends of school
2. Determine the Selling Price: Traditionally, the largest source of income of a yearbook project.
  - Establish a price that covers expenses but is not detrimental to sales
  - Subtract the estimated total revenue from the estimated total expenses
  - Divide the number above by the minimum number of books you expect to sell



EXAMPLE

Estimated total expenses \$6,000  
Other revenue..... 2,250  
Minimum money from  
sale of books..... \$3,750  
Min. number of books.....250  
  
Sell price  
of each book .....\$15.00\* each

*\*You need to sell each yearbook for the base price of \$15.00. This price should be adjusted for changes in the anticipated sales of ads, fundraising, or budget. You may want to adjust this for various incentives or promotions that will increase sales over the expected number of books sold.*

# sales guidebook

- Create early interest by using a time-based stair-step pricing strategy.

EXAMPLE

Purchase early ..... \$10.00 per book  
 Purchase late (follow up sales) ..... \$15.00 per book  
 Purchase at delivery.....\$20.00 per book

*These numbers reflect the \$15.00 sell price from the previous page's example.*

### 3. Sales Tracking and Reports: Maintain accurate sales records

- Keep your own records by creating a spreadsheet with the following fields...
  - Student Name
  - Grade, Teacher or Home Room
  - Number of books ordered
  - Amount due
  - Amount paid
  - Accessories ordered
  - Personalization
- Take advantage of online reporting through Memory Book online pay



EXAMPLE

Jefferson Middle School 2015-2016 Yearbook Sales

Student	Grade	Teacher	Book Qty.	Amt. Due	Amt. Paid
John Student	8	Morris	1	15.00	15.00
Sally Learner	7	Jones	2	30.00	15.00
Susan Scholar	7	Smith	1	18.00	18.00
<b>Totals</b>			4	63.00	48.00

Personalization Sales

Student	Student Name in Foil 2.25	Icons 1.25 each	Foil School Name & Year 1.75	Total
Susan Scholar	2.25	Music Note and Volleyball—2.50		4.75

# promoting & selling

## Promoting Yearbooks

1. Order FREE marketing materials from Memory Book Company (samples provided in this kit)

- **New! Personalized Hall Posters:** Use these professionally-designed posters to advertise the sale of yearbooks in your school. The 11"x 17" hall posters are printed with your order deadline and price per copy. 5 designs to choose from.
- **Hall posters:** Place in high-traffic areas where students and visiting parents will see them, to announce information on price, where to buy and sale dates. 17.5" x 22"
  - Teacher's name and number of envelopes for that teacher
  - Grade/Class
  - Price per book
  - Due Date
- **Take Home Envelopes:** These standard envelopes are free and remind parents to order. The fields can be customized. Just provide the following information to your Sales Consultant along with the order form included in this kit.
  - Teacher's name and number of envelopes for that teacher
  - Grade/Class
  - Price per book
  - Due Date
- **Reminder Cards/Stickers:** Send these home as a reminder to parents. Stickers for younger students and cards for older students.



Reminder Sticker



Personalized Hall Poster



Hall Poster

2. Other promotional methods

- **New! Banners** are available to advertise when your yearbooks are on sale. 54" x 18". \$43.95 (shipping and handling included)
- Direct Mail or email pieces to parents
- Announcements on school PA system
- Flyers
- In-home parent emails
- Post a notice on school website and Facebook

Please complete this form, enclose correct payment and return in this envelope to school.  
Haga cheques payable a your school.  
Complete este formulario y envíe el pago correspondiente en este sobre a la escuela.  
Los cheques deberán realizarse a nombre de la escuela.

Student Name / Nombre del alumno	Jessica Smith
Payment amount enclosed / Pago que se adjunta	\$36.00 (parent or guardian) / (padre o tutor)
Signed by / Firmado por	Sarah Smith
Teacher's Name / Nombre del maestro	Mrs. Williams
Grade/Class / Grado/ clase	5
Price per book / Precio por libro	\$18
Due Date / Fecha de vencimiento	11-30-16



School Banner

# Selling Yearbooks

## 1. Sales Training:

- Prepare your sales staff with key points to the benefit of purchasing a yearbook
  - Collection of the student's memories for that year
  - Allows students to personalize each major school function with their classmates
  - Yearbook distribution and signing establishes tradition and participation for the school
- Help your sales staff understand the basics of the yearbook
  - Number of pages
  - Black and white or color printing
  - Content
  - Additional enhancements and personalization are available. Parents are more likely to buy when the yearbook showcases their student. New this year is Yourbook Pages, our 4-page supplement designed online by parents to celebrate their child's accomplishments
  - Selling price
  - Delivery schedule and activities associated with distribution
  - Paperwork and money collection process



**New!**

Yourbook Pages  
4-page supplements

## 2. Incentives:

- Include purchase incentives

### EXAMPLES

- Give your sales team a goal to strive for
- Make selling fun and rewarding
- Goals can be individual, team oriented or a combination of both

- Include incentives for the sales staff

### EXAMPLES

- A signing party for students that purchase books to take place when the books are distributed
- Individual student names on the yearbook at half price or free if purchased during the campaign
- Gift cards, movie passes or other free merchandise
- Raffles for a free or reduced price yearbook, personalization, or other merchandise

### 3. Pre-Selling Yearbooks:

Get a general count of the number of yearbooks needed by pre-selling. (Remember to order extra books to cover late sales, complimentary books, archive books or other unforeseen needs.)

- Understand time periods students and parents are most inclined to purchase a yearbook
  - Check school & local calendars for functions that compete with the sale of yearbooks.
  - Look for functions that enhance the sale.
  - Take advantage of special events to set up a booth: school registration, back to school night, assemblies, parent/teacher conferences, lunchtime, sporting events, theater and music performances.
- Determine the length of time to run the sales campaign
  - Maximum length should be 2-3 weeks. Long campaigns reduce the impact of the sale.
- Plan follow up sales for 1 or 2 days to pick up additional revenue
  - Run a “last chance” or “final opportunity” campaign
  - Promote before and during the event chosen
  - Consider sending a letter or calling those who haven’t purchased yet



# funding

## Additional Sources of Yearbook Funding

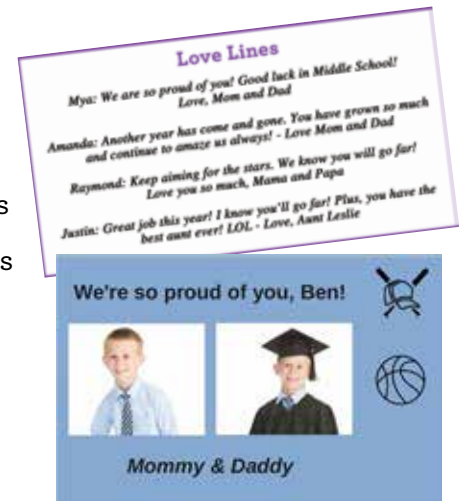
### Advertising

Add value to your yearbook by selling and including local business ads. It's a great way to...

- Give your students sales and design experience
- Allow local businesses to demonstrate school and civic support
- Help pay for the cost of yearbooks or enhancements, such as personalization

Types of ads:

- Business ads – local businesses that are of interest to students
- Organizational ads – churches, civic or fraternal organizations
- Professional ads – Doctors, Dentists or Lawyers
- Personal ads – parents, relatives or student friends can create personal ads online and submit Love Lines to celebrate their favorite student.
- Sponsor pages – “This page sponsored by” available to anyone



Yearbook advertising rates – based on the price of the book and number of pages in the book

- Divide the production cost of the yearbook by the number of total pages.
- Ad rates should pay for one page PLUS two to three more pages.

**EXAMPLE** 200 books of 56 pages each will cost \$3,000 to produce.  
 $\$3,000 / 56 = \$53.57/page$

- Your advertising program should offer different size ads to fit various advertiser needs. Price each size ad so there is a price advantage going to a larger size.

**EXAMPLE** Cost per page ..... \$53.57  
 Ad rate per page..... \$110 (the cost of 2.05 pages)

**EXAMPLE** Ad rate per page .....\$110    Ad rate per ¼ page .....\$ 40  
 Ad rate per ½ page .....\$ 65    Ad rate per ⅛ page .....\$ 25

Ad packages – Greater revenue and more exposure for the advertiser.

- The price of the ad pages will be an additional expense. Have all of these expenses identified before establishing ad package rates.

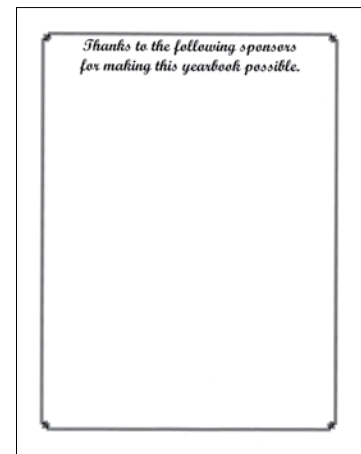


- Increase the impact of an ad package by working in conjunction with other school activities and clubs such as the school newspaper or Athletic Department.
- Ad package programs can be multi-tiered or have a single package.

### Ad Package Example

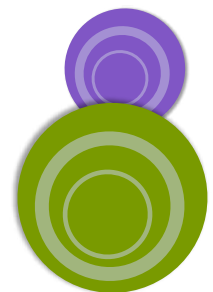
- **Platinum Package**                      **\$250**
  - Business name placed on a banner as a sponsor in the gym or auditorium
  - Business card advertisement in the school newspaper (or website) for every issue
  - Business name to appear in the yearbook on a double page spread listing all sponsors (Example to the right)
  - A poster for the business window to display support
- **Gold Package**                              **\$150**
  - Business name placed on a banner as a sponsor in the gym or auditorium
  - Three business card advertisements in the school newspaper (or website)—one per issue for three months
  - Business name to appear in the yearbook on a double page spread listing all sponsors
  - A poster for the business window to display support
- **Silver Package**                              **\$100**
  - Business name placed on a banner as a sponsor in the gym or auditorium
  - One business card advertisement in the school newspaper (or website) for one month
  - Business name to appear in the yearbook on a double page spread listing all sponsors
  - A poster for the business window to display support
- **Bronze Package**                              **\$50**
  - Business name to appear in the yearbook on a double page spread listing all sponsors
  - A poster for the business window to display support

*Sample Sponsors Page*



**Organizing An Advertising Program** – When developing an advertising program consider the following:

- Who is your sales force?
- Training requirements for sales force
  - Knowledge of pricing of ads and/or ad packages
  - How to complete an ad contract (example on page 10)
  - Ad appearance and guidelines for ad content
  - Sales presentation that include:
    - Features and benefits of advertising in the yearbook
    - Common objections and responses
  - Payment terms and conditions (see more on page 10)
  - Understand critical deadline dates
  - Personal appearance guidelines



- Identify prospects that each sales team member should contact.
  - Previous yearbook advertisers – these are predisposed to your program and may be willing to increase their expenditure based on that experience
  - Businesses that cater to or are frequented by students
  - Civic groups that have a history of supporting youth activities
  - Family, relatives and friends of students that want to acknowledge their favorite student

The advertising “Tool Kit” – Each sales member or team should begin their sales calls with the following items in their Advertising Tool Kit:

- Advertising rate sheet and ad size example sheet
- Ad contracts
- Prospect list
- Map identifying the location of each prospect
- Sample of last year’s school yearbook

Collecting advertising funds

- We recommend collecting funds when the advertising contract is signed
- An alternative could be:
  - Payment when ad design is approved by the business
  - Develop a payment plan that allows a portion to be paid when the contract is signed and the remainder at design approval
  - Offer a discount for payment in full
  - Determine when payments are due to Memory Book Company and schedule ad payments 30 days in advance

**AD CONTRACT** Sold by \_\_\_\_\_ Date \_\_\_\_\_

Name of School \_\_\_\_\_

School Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Business, Parent Name or Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Type of Ad	Ad Size	Payment
_____	_____	Cash \$ _____
_____	_____	Check \$ _____
_____	_____	Installment
_____	_____	Payment \$ _____
_____	_____	Balance \$ _____

Artwork/Photo/Copy (Artwork should be black or dark ink on a light background)

Customer Signature \_\_\_\_\_

**PARENT AD ORDER FORM**  
(You may duplicate this form for additional family members)

Student name \_\_\_\_\_

Parent/guardian name (s) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Best time to call \_\_\_\_\_

Message, 60 words or less:

\_\_\_\_\_  
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Signature \_\_\_\_\_

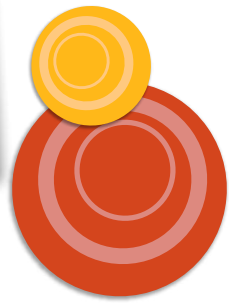
Enclosed: \$ \_\_\_\_\_ Ad \_\_\_\_\_ Check # \_\_\_\_\_

(Remember to include a stamped, self addressed envelope for the return of your photo.)

**Bring back your memories! Buy an ad!**



Our online ad portal makes building ads easy and convenient for parents, family and friends.



# fundraising

If additional funds are needed to cover yearbook costs, fundraising may be considered. Some fundraising projects might include:

- Sell yearbook personalization – have the student’s name and picture on their yearbook cover
- Host a yearbook signing party with an admission fee
- Aluminum can recycling
  - also recycle toner and ink cartridges, cell phones
- School wide garage sale
- Car wash or bake sale
- Jeans Day – encourage the staff to pay \$5 to wear jeans
- Raffle items donated by local businesses followed up by recognizing them in the yearbook
- Sponsor a 5K walk/run
- Crazy Day – encourage students and staff to pay \$5 to wear funny hats, pajamas, costumes, etc., to school





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