

*Making a yearbook is hard work.*

**BOOK  
SALES?**

**HERE'S**

**YOUR  
ANSWER.**

Rely on Herff Jones to help you sell it.

# MAKE SALES SO MUCH EASIER.

Through the Herff Jones **Sales Assist** program, we remind parents to buy yearbooks, so you don't have to.

With **Yearbook Order Center**, we handle the hassles of book and ad sales, and that's just the beginning.

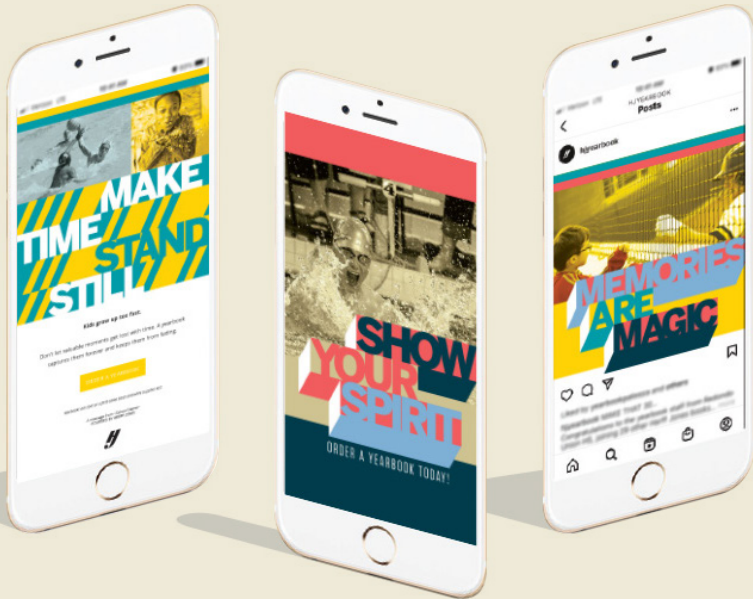
With our full array of business tools, we make selling yearbooks a snap.

*Yes,  
yearbooks  
really can sell  
themselves.*

- Use eBusiness to set your pricing for books, ads and extras
- Launch sales through YearbookOrderCenter.com
- Take advantage of secure transactions through PayPal
- Offer split payments with Pay in 4 through PayPal
- Use Promo Codes in eBusiness to build momentum
- Enroll in Online Ad Creator and let us handle your ads, too
- Run reports for real-time information on all your transactions
- Know our Yearbook Order Center staff is there for phone orders and payment questions

With our complete array of business tools, you can focus on more pressing matters, like creating your yearbook. And, you are still always in control. We're by your side because we believe in yearbook done right.

**Find out more at**  
[herff.ly/sales-assist](http://herff.ly/sales-assist).



EMAIL AND SOCIAL CAMPAIGN  
herff.ly/sales-assist



SALES POSTERS  
herff.ly/ybk-shop



WEBSITE GRAPHICS  
herff.ly/ybk-sales



MORE SALES TOOLS  
herff.ly/business-tools

“Sales Assist allows me to breathe easy, knowing I don’t have to be responsible to send out reminders for purchases. I love the feature that sends a message to the families until they buy a book then stops once they have purchased. It’s genius!”

**MICHELLE HAMON** IRON HORSE MS • CALIFORNIA

“Something is working with the email blasts this year. Our sales have been going extremely well. Each email seems to be generating a spike in book sales. Our sales have grown by 30 percent during the last four years.”

**BRIAN HASSEL** DOWNTOWN WEST HS • PENNSYLVANIA

## IT'S ALL INCLUDED

Sales Assist is an **email campaign** Herff Jones sends directly to parents so you don’t have to. The campaign begins in August, but you can begin whenever you wish. When you enroll, and your set-up is complete, you will be included in the next scheduled send. You can also stop the campaign when you wish, especially as you get close to selling all your books. Once parents make a purchase, they are excluded from future messages about book sales.

Your kit includes a starter set of **printed sales pieces** to remind students books are on sale. Once you’ve depleted those, order more posters online at YearbookDiscoveries.com.

For your school’s website, we provide campaign-branded **web graphics** in eBusiness under Setup Sales. Give these to the webmaster with the request for them to link to your specific home page.

Follow this formula to format the URL correctly:  
**yearbookordercenter.com/index.cfm/job/XXXX**. Replace the XXXX with your job number.

And for **social media**, go to the Premium Content section of YearbookDiscoveries.com and you’ll find guides and downloads for many sales scenarios.

# IT'S ABOUT TIMING

Since yearbook staffs start their marketing efforts at different times, we were careful to design our campaign to work with what you already do on your campus. The program includes an entire series of email messages and a complete calendar to help you plan. The campaign highlights a few key points in the year:

## LATE OCTOBER

Messaging references dress-up days because those are so popular with kids.

## MID-DECEMBER

To align with winter breaks, the message reminds parents that yearbooks make great gifts.

## MID-FEBRUARY

We all know, "A yearbook is a love letter a school writes to itself," so we share the love on Valentine's Day.

## EARLY MAY

For late-spring shippers and last-minute buyers, messages remind parents that the school year is winding down — as is their chance to buy a yearbook.

We're ready to start when you are. The campaign begins in August and runs throughout the school year. It's so flexible you can enroll any time, and you will be included in the next available send. Setup takes about a week.

Find the full list of dates at [herff.ly/sales-assist](http://herff.ly/sales-assist).

*We've got you covered.*

## WE RESPECT YOUR PRIVACY

Herff Jones does not seek to access your parent or student information. Rather, we provide a secure method by which you can easily and safely provide your yearbook and ad sales to generate revenue.

**We simply provide the method.**

**Herff Jones does not access, share or use the information whatsoever.**

**HERFF JONES DATABASES**  
We support your yearbook adviser by providing two proprietary databases. One is our online yearbook creation program "clicker" and one is our online accounting program "eBooks". These databases are not used by Herff Jones. We had them to make your adviser's and bookkeeper's jobs easier because the information entered into the databases facilitate inclusion and accounting for the yearbook.

**INFORMATION REQUESTED**  
Your yearbook adviser will request an electronic file including:  
• Student name, grade and home mailing address  
• Parent email address  
Herff Jones does not access this information.

**USE OF INFORMATION**  
Having student name and grade allows **Herff Jones** to:  
• cross-reference official spellings of students' names for portrait, group, team and candid photos  
• reduce the misreading of names and the misidentification of students  
Having physical and email addresses allows **Herff Jones** to:  
• provide yearbook sales to parents email from students appear in the book through bookbills and emails they generate

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# PRIVACY IS NOT A PROBLEM

Herff Jones uses strict procedures and safeguards to protect the privacy of all personal information. Find our **privacy commitments** at [herff.ly/FERPA](http://herff.ly/FERPA) for the United States or [herff.ly/PIPEDA](http://herff.ly/PIPEDA) for Canada.

As our valued customer, we simply supply the method by which you can routinely send emails to parents. You stay in control of the campaign and the information.

# ONLINE SALES

Our email campaign drives traffic to our easy-to-use online order site, **YearbookOrderCenter.com**, as well as our toll-free number, **866-287-3096**, if buyers prefer to speak to the fine folks in our Kansas City printing facility.

To enroll in the campaign, please provide parent email addresses. Mailing addresses are optional. Go to [herff.ly/sales-assist](http://herff.ly/sales-assist) for directions.

An alternate program, Send and Sell, is available in eDesign for schools that want to send their own email campaigns for book and ad sales or make yearbook-related announcements.

Orders for ads and books made either online or by phone are processed in real time, so your information is always current.

HERFF  JONES.