



YBK ALL DAY

Hello, February!

We're coming up on the finish line, spring-delivery books. *(Hey summer/fall deliveries, we see you too. Keep it up!)* If you're feeling a bit worried about covering all those last-minute events, why not consider a quick-turn supplement?

Adding supplements to your book can take the heat off your staff and open up new avenues for coverage. They are ordered separately from the yearbook and have a shorter turnaround time, so you can hit your final deadline but keep going with covering important school events. *And if you're needing one last assignment, this is a great way to gauge your students' skills.*

LET'S CHAT: Three ways to use supplements

- 1. All the coverage:** With its two- to three-week turnaround, you have a bit more time to include coverage you maybe can't fit into your main book — like spring sports, prom and graduation. Or, if you're feeling like student coverage is low, you can add all the [talking heads and mods](#) you need to include as many students as possible.
- 2. Senior celebration:** Create a 16-page supplement specifically for seniors. This is a great place for senior quotes and superlatives, for class trip pics and the selfies that capture the best friendships. Highlight all of those end-of-year activities that bond the senior class.
- 3. Extra ads:** Consider offering an exclusive sponsorship to a local business to cover the cost of the supplement. Or, sell a bunch of lower-cost ads to clubs and organizations. In any case, make sure you have a solid plan for either covering costs or making this a fundraiser for your program.



EDESIGN TECH TIP: If you decide to create a quick-turn supplement, you'll be given another order in eDesign. Have no fear. You don't need to start from scratch on activating all the fonts, colors and templates — oh my! Check out this [video tutorial](#) on exporting your settings.

Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.

