



# ADVISER ASSISTANCE



## YBK ALL DAY

# Increasing Ad Space = More \$\$\$

Sales Assist for Ads is an email campaign that the HJ Marketing team sends directly to parents of seniors. If you've done Sales Assist for Book Sales before, you know this one's a no-brainer. The campaign begins in September, but you can begin whenever you wish.

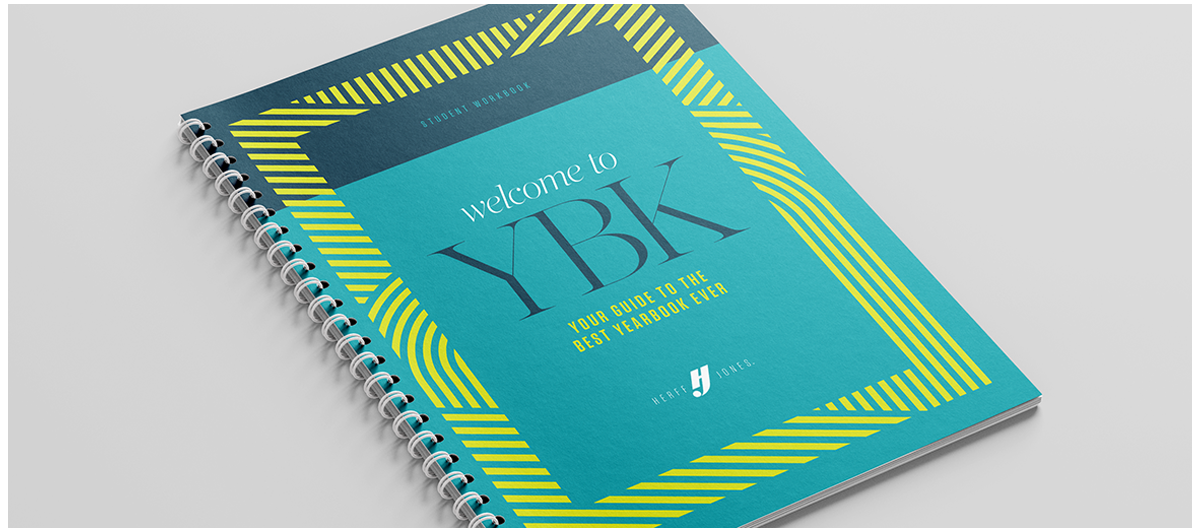
All email creative will be tailored to senior parents and will coordinate with the current Book Sales Assist calendar to avoid overlapping send dates.

### HOW TO ENROLL:

Just like [Sales Assist for Book Sales](#), you'll need to get your **name list for this school year** and [upload it into eBusiness](#). Seniors must be clearly designated as 12, SR, Senior or Grade 12. Once uploaded, give your reps a shout and they'll take care of the next steps for enrollment.

### HOW TO END THE PROMOTION:

You can request to stop the campaign whenever you see fit — especially as you get close to selling all available ad space. Once parents make a purchase, they are excluded from future messages about ad sales.



## A NEW WAY TO TEACH

Our NEW *Welcome to YBK* student workbook is available now for order through your local rep. This 168-page interactive workbook covers the fundamentals of yearbook from theme to coverage and writing and design. Plus, the photography section includes everything you need to teach photo composition and other essential skills.

Our [step-by-step Adviser Guide](#) provides guidance for grading, tips, recommended workshop sessions and extension activities to help you plan and ensure that your students are grasping the essentials of yearbooking.

Check out [this sample](#) and reach out to your rep to learn how to order.

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



Herff Jones Yearbook recycles 2,000+ tons of paper and 200+ tons of aluminum plates every year.

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