



## It all ADS up

Selling ads — to both students and businesses — is a great way to add some revenue into your yearbook account. If you're just getting started, [give the \*Guide to YBK Sales\* a quick read](#). Consider these ideas if you need an extra push for your ad sales.

**Plan an Ad Night:** Host an evening design session for parents or local businesses. Encourage them to bring their artwork and ideas, and consider offering a discount for attendance. This allows you to answer questions, reduce email inquiries and provide personalized design help.

**Use Sales Assist:** Enroll in Sales Assist for Ads to help reach more parents for senior ads. This program has a [different schedule](#) from Sales Assist for Books. [Check out the steps to get started](#).

**Launch a Social Campaign:** Have your yearbook staff [create engaging social media posts](#) to generate FOMO among students about their memories saved in the yearbook. Use our [ready-to-post graphics](#) as-is or upload them to Canva to add your job number.

### Considering covering the election?

[This blog post](#) may provide some helpful guidance and ideas if your school plans to incorporate the election season in this year's coverage.

### eDesign Tip of the Week:

Use eDesign's [Send and Sell](#) to remind parents of ad deadlines. Reference the Sales Assist send calendar to coordinate your messages.

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



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