



Your name list does more than keep names organized.

It helps your staff track coverage, tag photos and sell more yearbooks and ads.

See what your name list can do.

WHY YOUR DESIGN NAME LIST MATTERS



SCAN NOW:
For even more info about all the ways you can promote through email see ybk.link/email-tools.

A BETTER BOOK STARTS WITH A NAME LIST

Tag and find photos:

Use Tag Wizard or manually tag faces, then search by name.

Catch misspelled names: Spot errors and update names quickly.

Add names to photos: Create captions under individual photos.

Monitor coverage: See how often and where students are featured.

Build a complete index: Include names and keep entries accurate.

Find those not pictured: Export a list to guide more coverage.

Send automated sales emails with Sales Assist: Support your yearbook and ad sales outreach.

Send coverage-based sales messages with Smart Campaign: Celebrate student coverage and remind families to order.

Personalize and send custom Send and Sell messages: Add coverage and sales data to your school-specific updates and communications.



SCAN NOW: Find eDesign PDF and video tutorials for uploading your name list.

PREP YOUR NAME LIST

A complete, accurate name list helps eDesign work smarter for your yearbook program.

Start with separate fields for each student's first name, last name, grade, student ID number and parent/guardian email address — up to three email addresses may be included for each student. You can also include homeroom teachers.

Save your list as an .XLS or .CSV file, then upload it in eDesign. Match the columns, check for errors or duplicates and confirm your list is complete before importing. **Need assistance?** Contact our Tech Support team at ybk.link/tech-support.



AT VARSITY, WE TAKE PRIVACY SERIOUSLY

Varsity Yearbook uses safeguards to protect personal information, and you remain in control of your campaigns and information. Our privacy policy is available at the bottom of every webpage and included in every email we send.

Each email includes an easy unsubscribe link. When a recipient unsubscribes, their email address is removed from Varsity Yearbook messages for the remainder of the school year.

Parents and guardians of students in U.S. public schools have rights under FERPA. Canadian citizens have rights under PIPEDA.

Questions? Contact your Varsity Yearbook rep.



SCAN NOW: Review the Varsity Brands privacy policy and learn more about your privacy options.