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BOOK SALES

...are easy as pie when you work with **Jostens**

All areas that are covered by yellow boxes (like this one) are areas we will customize for you. Most of it only entails adding your name, address, photo, etc. The only other thing we need is a list of references (see the back page).

BOOK SALES

For many yearbook advisers, this is the worst part of yearbook. They love the design, the photography and the writing, and even deadlines don't bother them too much.

But mention book sales and they scream! They hate them. I know. I have advisers I work with who used to hate book sales, too. But now, they couldn't care one way or the other about selling their yearbooks. Why? Because they don't sell them—we do.

Does that sound good to you? Then keep reading. If you aren't the reading type, call me today, and I will come right out and show you how we can sell your yearbook for you.

YOU SELL THEM, WE SELL THEM...

No matter who does it, we make sure your yearbooks get sold

Book sales can be trouble. But we can fix that. We can help you in so many ways. Jostens can sell your books for you or we can just help you, to do a great job marketing them to your school.

And why not? After all, we have an entire marketing department to help market them. And, let's be honest...I am a salesman. Who better to help sell your yearbooks than someone trained in sales?

Turn to the page of this brochure, and you'll find descriptions of our Jostens' book sales programs. We at Jostens like to let the customer pick how involved they would like to be in selling their yearbooks. You can choose Jostens Direct Solutions in which we do it all, or you can completely plan and execute your own marketing campaign with our help. Or you can do something in between.

No one else in the yearbook industry has all the choices we can give you when it comes to selling yearbooks. From our HOME program, to our Online Ordering program we can take care of everything. So don't waste a minute,

turn the page and find out how we can help you sell your yearbook. Or read the story below of how we helped one adviser sell more yearbooks than she had ever sold before.

Then let us come and see you to tell you how we can help you grow your yearbook sales so that all students in your school have the opportunity to save their memories

when they buy a yearbook. Plus, we'll show you how simple it will be to keep track of all your book sales (no matter who sells them) with our one-of-a-kind ItPays Online yearbook finance management software. It has never been so easy to sell books and to keep track of how you are doing as it is today. Call me and let me show you, or keep on reading.

FROM A YEARBOOK CUSTOMER AT A SUBURBAN HIGH SCHOOL

We were having a difficult time selling books, but with JDS and Jostens Online Ordering, sales took off!



"Our school has around 1,000 students. At one time,

about 10 years ago, we used to sell almost 900 yearbooks. But in recent years, that number has fallen to less than 500.

We had no idea how to get it back where it belonged. Not only were a lot of our kids missing memories in their future years, but our book became smaller and smaller with less color and a less desirable cover as our budget shrank to next to nothing.

One day I was discussing this with our rep from Jostens and

he said, 'I can help!' Believe me, he sure has.

He got us involved with Jostens Direct Solutions and Jostens Online Ordering. It has been wonderful. We don't do anything to sell our yearbooks besides giving him a complete list of everyone at our school with addresses and phone numbers. He and Jostens take care of everything else.

They sell the book by direct mail, giving parents the options to make payments using check, cash or credit card by mail or online.

The first year we did this, our yearbook sales jumped from 500 to 625. The second year, we went to 775. This year, we sold more than 800. And we also sold yearbook add-ons that helped us raise enough money to be able to make the book completely full color.

Thanks, Jostens!"

CALL ME **RIGHT NOW!**

You can be finding out about all the ways Jostens can help you sell your yearbook in your school within the week.

We do it better than anyone else. And we do it at no risk to you.

CALL ME NOW AT 987-654-3210



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Your book sales dreams come true with JDS

OK, this may not reach fairy-tale proportions, but we think that JDS (Jostens Direct Solutions) is the best answer ever to the problem that is yearbook sales.

This full-service program will save you time and make your life easier. The program provides professional-quality promotional and ordering materials, full-color parent mailings,

easy order and payment processing and up-to-date sales tracking and reporting.

The entire sales process is also truly easy for the buyers. Whether they are parents or students, buyers can order online, by phone or by mail. And they can make payments by personal check, money order or credit card.

The best thing about JDS is that you can do as much or as little as you want. With

two different JDS programs to choose from, you can pick one that lets you actively take part in the sales and marketing process or one where we do it all.

When we do it all, that leaves you more time for the important parts of yearbook, such as design, copy, captions, photography and all those other things that make your yearbook great. And you'll even have more time for those other classes you teach as well as you family and the rest of your life. Wouldn't that be superb?

A little more work, a little less investment with HOME

If for some reason JDS doesn't fit your school's situation, don't worry.

We have a whole bunch of great book sales solutions for you. And I am sure that we will find one that will fit your school's particular needs perfectly. There are lots of great possibilities to try.

The next book sales program to consider is Jostens HOME. Now you might think that has something to with our

BOOK SALES

...are easy when you work with **Jostens**

home page or with mailing things home, but it does and it doesn't. It is so much more than that.

Jostens HOME stands for Home Ordering Made Easy. Of course, letting us do the entire sales and marketing program for you using JDS would be easiest, but HOME gives you a professionally designed set of flyers that you send out to your parent and student buyers. And you can still take advantage of our online purchasing options as well.

HOME allows you to promote your yearbook with a full-color flyer you can create from any Internet-connected computer. In fact, the word flyer doesn't even begin to describe what you will end up with.

It's a full-color sales mailer that is also an order form and a collection envelope all in one. That makes it easier for your buyers (parents and students) to order their yearbooks and for you to collect the payment from them.

Plus, those schools using the HOME program can take advantage of Jostens' online ordering services that allows your buyers to pay with a credit card...online!

Lastly, when you use the HOME program (just as when you use JDS), all your online sales are tracked on your very own Yearbook Avenue website.

HOME is perfect for those schools that want manage the selling process from start

to finish but still want to be able to include parents in the yearbook buying decision. And HOME let's you do it with a completely professional look.

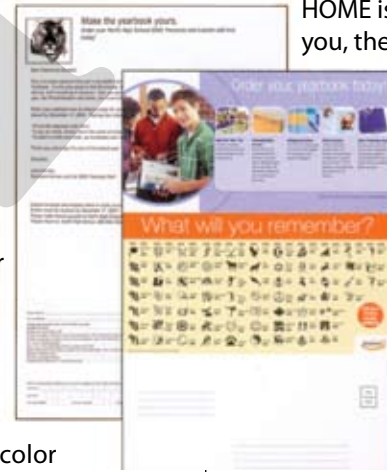
Use it alone, with JDS or HOME—the Sell It! Kit

No matter what method you use to sell your yearbooks, you will need sales and marketing materials.

If you decide that JDS or HOME is not right for you, then dip into your yearbook box and look for the Sell It! kit. Inside, you will find lots of great materials to help you sell your yearbook. The best part is that if you decide to use HOME or JDS, you can still

make use of all the excellent marketing materials in the Sell It! kit to supplement them.

Inside the kit, you'll find a Marketing Guide that explains how to market, sell and distribute your product—the yearbook. You will also find complete descriptions of all optional yearbook add-ons (more about those on the back page), your ItPays Personalization Guide, full-color posters and banners for in-school posting and samples of a bunch of other great sales tools you can order from Jostens (many at no cost).



Choose the best JDS program for you

In-School Program

Your school holds an in-school order-taking event to capture the orders, and then Jostens sends statements to the parents via mail to collect payments. As many as three statements will be sent per student.

School List Program

Your school provides Jostens with a student list, and we send the yearbook offer directly to the student's home. This gets Mom and Dad involved in the yearbook buying. Again, up to three mailings will be sent per student.

Great payment options for both programs

Using either program, JDS offers buyers the opportunity to pay with check, money order or credit card. There is nothing like it!

Online is where your book can really sell

In all three Jostens' book sales options, you can take advantage of online ordering. And with more and more students and parents online, this is available to you, no matter how you choose to market your yearbook.

With Jostens' online ordering program, you can accept yearbook orders at your school-specific location on the web. (That means you have a website that is just for your school at jostensyearbooks.com.) With this site, you can be selling yearbooks even when you are sound asleep. By offering online buying, you can let parents order yearbooks when it is convenient for them as well as be able to make payments with a credit card.

Setting up your yearbook offer online only takes a few minutes. Let me come out and show you how easy it is.

Once your web location is set up, you have the flexibility to take yearbook orders for an extended period of time and to capture last-minute sales without any effort on your part.

To help promote your online sale, we will provide you with banner ads you can have your school's webmaster add to your school's website that promote yearbook sales. Clicking them takes you directly to your school's online location. No need to give out any address other than your school's already existing website. Plus, we'll give you templates for e-mail messages with direct links to your online yearbook offer

that you can send to parents.

If you use our online ordering, we take the order, collect the money and handle all parent questions regarding the sale so you don't have to. Then orders placed online are automatically added to Yearbook Avenue. All you have to do is enter the orders and payments you take at school. On Yearbook Avenue, there are a number of ways you can track sales as well

BOOK SALES

Little things we do really make it **easier**

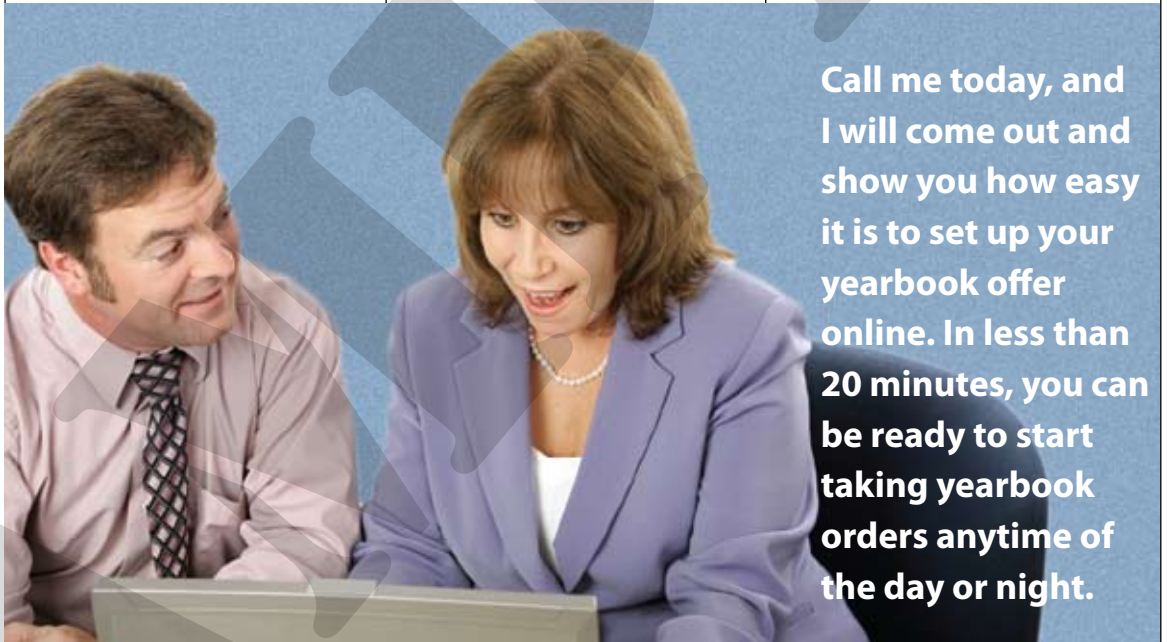
get distribution reports sorted alphabetically to make your distribution day easier.

If you sell any yearbook add-ons (see the back cover of this flyer), then you will receive those pre-packaged in envelopes displaying each student's name and individual order. Packages will be sorted based on your individual selection (alphabetical by school, homeroom or grade). When

tells you exactly whose book is in that box. I truly believe that there can be no easier way to distribute yearbooks than that.

Keep track of everything on Yearbook Avenue

You may have noticed



Call me today, and I will come out and show you how easy it is to set up your yearbook offer online. In less than 20 minutes, you can be ready to start taking yearbook orders anytime of the day or night.

as printing out easy reports for distribution day.

Easy sales mean easier yearbook distribution

When you use any of our many yearbook sales solutions to sell your books, it means that we will help you have a very easy yearbook distribution.

First, we will provide you with detailed reports all along the way through Yearbook Avenue. If you use JDS, you will

you combine these with the distribution reports, handing out yearbooks and the add-on envelope is easy as pie.

To make things even easier for schools using JDS, we can mail any yearbook add-ons directly to buyers' homes for a nominal fee to students and no extra cost to your school. No more sorting. Just sit back, and let us (and UPS) do the work for you.

If you personalize your yearbooks (and who doesn't), then we ship them to you with a complete report listing all the personalized yearbooks and a label on each box containing personalized yearbooks that

that we keep mentioning Yearbook Avenue and that you will be able to find reports there for all your book sales.

Well, that's totally true. It is a wonderful site that we set up for you. You'll have your own login and password, and once on the site, you can create the HOME flyers, track and record sales, input personalization, print out numerous reports, track your deposits and payments and keep track of add-on sales. The best part is that you don't need any software other than a web browser, and you can do it from anywhere.

BOOK SALES

Great things to boost your budget and make your students **happier**

Yearbook add-ons build your budget quickly

If you have been following along, you have read a number of references to yearbook add-ons and may have wondered what we mean.

A yearbook add-on is a product that can be added to your yearbook that you sell at a profit to make extra money to allow you to improve your yearbook. Examples of yearbook add-ons that you might include are personalization (formerly known as name-stamping but now so much more), autograph sections, clear plastic covers or photo pockets (very cool self-stick pockets students can use to put their own photos in their yearbooks). These add-ons are available with any yearbook.

Or you could choose to add one of our three beautifully designed, full-color tip-ins: World Beat (our high-school-oriented current events supplement), What's Up (our elementary-school-oriented

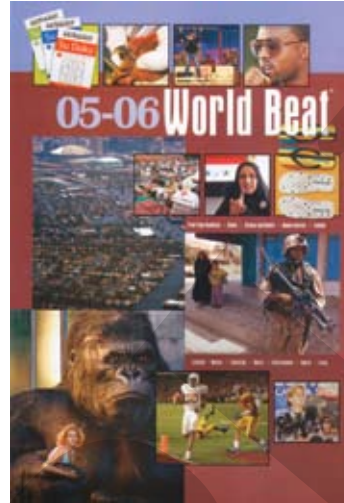
current events supplement) and Write Now (a fun fill-in-the-blanks journal-type tip-in that perfectly complements World Beat). These tip-ins can be added to individual books with crack-and-peel tape strips that make them easy to add to any yearbook, and you would never know they were add-ons.

You might also choose to add Hear the Year™ (our audio CD of some of the best music from the current school year) or maybe even your own DVD supplement with music videos starring your own student body. If any of these interest you, we should discuss them at your earliest convenience.

Why add-ons?

I am often asked why schools should use yearbook add-ons.

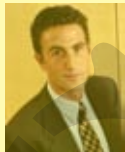
There are a number of reasons, but the biggest two are the win-win for the school and the buyer. The school gets extra revenue when they sell the add-ons to the student at a profit, and the buyer wins when he or she gets to choose the yearbook he or she wants, which makes that book **their** book.



Hear what others say

Don't just take our word for it. I invite you to contact any of the advisers below and ask them how they like working with Jostens' book sales programs. I have listed them by school with the program they are using currently. All will be happy to talk with you about their experiences.

- | | |
|-----------------------------------|--|
| Stephanie Yeazell
425-488-9778 | Cedar Park Christian
JDS |
| Deene Junker
206-641-0700 | Forest Ridge HS
HOME |
| Sarah Cool
206-323-4212 | Holy Names Academy
JDS with Online Ordering |
| Shannon Rubin
425-861-4380 | International Community
In-school sales with Sell It! |
| Ellen Jarvinen
425-837-6102 | Issaquah High School
JDS |
| Amy Helm
425-837-4862 | Liberty High School
HOME with Online Ordering |
| Kurt Jacobs
360-428-2219 | Lopez High School
JDS |
| Marion Makin
425-837-7742 | Skyline High School
JDS |
| Shannon Rubin
425-861-4380 | International Community
In-school sales with Sell It! |
| Ellen Jarvinen
425-837-6102 | Issaquah High School
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Find out more about improving your book sales. Call me today at **987-654-3210.**

For this section we only need a list of your schools who use YTO and would be willing to act as a reference for you. Names, Schools, phone and possibly e-mail addresses.