

jostens® Yearbook Avenue



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Give me 20 minutes,
and I will walk you
down the avenue—
Yearbook Avenue.



That's all I ask. Let me come into your classroom for a quick 20-minute stroll (or a really fast run) down Yearbook Avenue. I think you will find it is

one of the most amazing yearbook tools you have ever seen. And let your staff see it, too. Let them find out how much they can learn just by logging on and looking around. Creative ideas abound. Award-winning design, great coverage possibilities and so much more.

You are only a phone call away from a virtual tour that is sure to be an eye-opener for you and your yearbook staff. So call me today at 987-654-3210, and let's set up a time for you and your staff to take that 20-minute stroll down the avenue—Yearbook Avenue.

Yearbook Avenue— Where it all comes together

Are you wondering, "what is he talking about?" What is this Yearbook Avenue I keep mentioning? You've may have seen it numerous times in materials I have sent you or that you may have received from Jostens, but you are not quite sure what it is. Well, here's the answer.



First, you need to know that Yearbook Avenue is not online yearbook creation. You can use Yearbook Avenue to create your yearbook online, but there are hundreds of other uses for this incredible yearbook tool in addition to online creation. In fact, thousands of schools use Yearbook Avenue each and every day and don't create their yearbooks online.

So what is it? It's the place where your entire yearbook experience comes together. Sir Francis Bacon said, "Knowledge is power," and that's what Yearbook Avenue gives you—knowledge and power. The knowledge so you can stop worrying about yearbook and the power to organize and create the best yearbook experience ever.

Ever wake up in the middle of the night and wonder if your pages made it to the plant? Ever worry that your proofs have left the plant and are headed your way the day you are about to leave for spring break? Ever stress out, not sure if those all-important proof corrections actually got made? You could relieve all that stress with Yearbook Avenue. And you could even do it at 2:00 A.M. when it's keeping you awake (as long as you have Internet access).

That's just one of the things that Yearbook Avenue can be. A stress reducer. A welcome friend in the middle of the night that lets you go back to worrying about more important things—such as getting enough sleep to be able to teach tomorrow.

But there is more. A whole lot more. From the moment you log on (that's the login screen above) and see the home page (that's it down here in the corner), you'll know that relief is in reach. Sir Francis was right. Knowledge is power. Power to get your life back. Power to create the best yearbook ever. And with Yearbook Avenue, the power is in your hands. Turn the page and find out how. Or call me right now, and I can be in your school before the end of next week to take you on a guided tour of Yearbook Avenue.

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).

Yearbook Avenue needs to be seen to be appreciated.

Call me today at

987-654-3210

and I will come right out to your school and walk you down the Avenue.



Who can use Yearbook Avenue? Anyone YOU want

The key word in that answer is anyone **YOU** want. Yearbook Avenue lets you tell it exactly who can see what. You can set it up so only you can see it or parts of it or include your entire staff, your fellow teachers, your boss, parents or maybe everyone in the world. That's in your hands. You decide who gets on and who can go where when you add logins with specific privileges and permissions.

I didn't mean to make that sound so technical. It's a very easy task. It is as simple as adding the names of

your staff, their e-mail addresses, a login and password and then giving them access to different parts of the site by choosing their roles on your yearbook staff. Advisers, editors, staffers and

business managers all have access to certain parts of the Yearbook Avenue site.

Since each individual person has his or her own login, if that person leaves the yearbook staff for any reason, you can immediately delete or change his or her login without affecting those of other staffers.

We think you'll also find that the staff management function makes it easy for you to communicate with your staff, even on nights and weekends. You can send individual e-mails direct to just one member of your staff or you can send one to all of them. Just go to the staff management page and click the E-mail All (above) button, and the entire staff will get the message... in a hurry!

Click, click, click... Stress relief in a little teal website

It's midnight. You wake up in a cold sweat. Did you send page 12 with that last batch of proofs or not? Did the plant make those corrections? What if your principal's name is still spelled incorrectly? How can you be sure?

With Yearbook Avenue, of course. Just jump out of bed, fire up your computer and log on. Go to Status> Page Proofing and...whew...you did send back the proof on page 12. But did the plant make that all important correction?

Go to your Yearbook Avenue home page. Click the Virtual Book. Check page 12. Yahoo! There it is. Mr. Bumbershoot is spelled with two M's. They did it. Now you can go back to bed and rest peacefully knowing that your yearbook is in good hands and everything is right in the yearbook world.

We have all been there. Even as a rep, I wake up worried about a particular page in a particular yearbook. (I really care about my books! I want you to have the exact book you deserve.) That's why I call Yearbook Avenue my stress reliever. It's always there when I need it, it gets me right back to sleep in no time, I can still operate

heavy machinery the next day, but I have to admit I do find it habit-forming.

This is exactly what you would see if all your proofs were back. All the pages are marked PB in green. That means Proof Back. Stop worrying. And below that page grid, you would find a complete list of all the proof batches you received as well as the dates they were sent to you and the date you sent them back. Instant knowledge equals instant stress relief. Isn't that wonderful?



Your Virtual Yearbook

And what about that proof correction? Is there really a way you and I can find out if a proof correction was



You can use the navigation buttons to turn the pages - or you can click and drag the bottom page corners to move the page (try it!).

Yearbook Avenue is so much better on a computer monitor. Call me at **987-654-3210** to arrange a time when you can see it in your classroom.



made? Online? In the middle of the night? Yes there is. It's called your Virtual Book. At the bottom of the previous page is what the Virtual book looks like. It really is YOUR virtual book. As your pages are received, they are put online. When your proofs come back and corrections are made, they go online as well.

In addition to stress relief, you can use the Virtual Book in a bunch of other ways. Would you like to show your principal or department chairperson how the book is progressing, without having him or her come all the way down to your yearbook room? Just stop by his or her office and show them your Virtual Book.

Do you have a bunch of extra yearbooks to sell? Generate some excitement by letting a few selected students (who have lots of friends) see the Virtual Book. Or show it to the entire school with a link from your school's website. The choice of who sees the Virtual Book is yours.

I want to add that the Virtual Book has been available to schools using YearTech Online since 2004, but starting with the fall of 2008, all schools, including those using InDesign, will be able to see their entire yearbook online at any time of the day or night from any computer in the world just by logging on to Yearbook Avenue.

Yearbook Avenue needs to be seen to be appreciated.

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and I will come right out to your school and walk you down the Avenue.

Ideas & organization

Start your planning on Yearbook Avenue

It's April. Your final deadline was submitted long ago. Your last batch of proofs has been sent back. You've checked your Virtual book, and all the corrections were made. Now it's time to start planning your next yearbook.

What's the first thing your staff wants to do when they start thinking about creating that next yearbook? They want to see other books. They want to see ideas. They want to see them NOW! Sure you have some sample yearbooks from other schools in your classroom. But are they great books? Are they current books? Your staff wants to see what's new, what's hot and what's trendy. Where can they find that? On Yearbook Avenue, of course.

Want to see a Virtual Book of all the national contest winners in the Yearbook Design contest sponsored by Jostens and Adobe? You'll find it on Yearbook Avenue. How about a list of thousands of themes ideas, organized

alphabetically for your staff to peruse? It's there, too. Without risking too much hyperbole, there are millions of ideas on Yearbook Avenue. And they are all available 24/7/365 from any computer in the world. Imagine that— instant ideas.

In addition to the ideas, Yearbook Avenue can also help you teach yearbook. Clicking the Educate menu brings a bunch of tips, tricks, products and services that can help you instruct your staff. There is even a grading solution for those of you new to the wonderful world of yearbook advising.

Organize it online

You know what you want to do, now you just have to do it. In the yearbook world, that means planning your ladder. What better place to do that than on Yearbook Avenue? Planning your ladder online has many benefits—easy access 24/7/365 from anywhere, the ability to assign pages, select deadlines, enter page content and designate color pages.



Once your ladder is online, you can sort all your pages by deadline, assigned staffer or type of page. This allows you quick access to a variety of information. Do you see Johnny not working on anything? Pull up your ladder, sort by Johnny's assigned pages, and you instantly know what he is supposed to be working on. Want to know what pages are due on what deadline? Sorting by deadline gives you that info in an instant. Anywhere, anytime you want to access it.

Instant communication

Need to contact me, and you forgot your address book at school? Need to get a hold of your consultant, but you can't remember her e-mail address?

Just log on to Yearbook Avenue and click Contact. All your important yearbook contacts pop right up. E-mails, phone numbers, even the plant address for that time that you forget your shipping label when you want to mail that deadline on Saturday. Why go back to school when you can just hop on the Avenue and there is the info you need? Yearbook Avenue is always there.

Financial Freedom

Not only will Yearbook Avenue help you organize your yearbook, but Yearbook Avenue will also let you totally dominate your yearbook's finances with our online yearbook money management software, ItPays.

This fantastic software will help you plan and complete your book sales marketing. ItPays will keep track of all your yearbook sales, any additional yearbook products you might add (such as personalization, plastic covers, autograph sections) and let you access that info at any time, from anywhere.

ItPays will also keep track of your advertising sales (both personal ads or business ads), help you do invoicing and even allow you to create your own advertising contract. In fact, when it comes to advertising, ItPays is the equivalent of some of the best financial tracking software. From one page online, your business manager can input the ad, assign the page the ad will be on in the yearbook, set deadlines for photo submission, assign a staffer to design the ad and even print a professional invoice.

ItPays can print reports at any time, of your yearbook buyers, advertisers, students with personalization and more. Want to know who has only partially paid for their yearbook? There's a report for that. Want to know what advertisers have not been invoiced? There's a report for that. ItPays handles all your financial record-keeping in one place, online, instantly accessible from anywhere.



Stay on top of yearbook trends

When you first started advising, I bet you felt as if your staff knew everything and you didn't. I had that feeling when I started in yearbooks, too. It's a pretty common feeling for the first few years.

But then things start rolling along, and you learn about yearbooks. Except when it comes to what's new. What's trendy. What's hot. Face it, as a yearbook adviser and teacher of five other classes each day, it is hard to keep up with trends in design and coverage. After a while, your books start looking the same, year after year after year. Well, Yearbook Avenue can help.

Each and every month, a bunch of wonderful people we call CAMs (Creative Account Managers) put together one of our favorite things on Yearbook Avenue, the Creative Corner. It's a downloadable PDF with the latest trends in yearbook as well as great teaching lessons for your staff. And many months you will also find a special "Adviser Only" Creative Corner with topics that will help you deal with your job as adviser.

The CAMs who put these together are five of the top yearbook gurus in the world. They study those trends on a constant basis, and Jostens pays them to keep themselves, you and me on the cutting edge. Some pages from the latest Creative Corners are shown at right.

If you drop me an e-mail, I will send you two complete copies as PDFs, or I can come by your school to demonstrate Yearbook Avenue and download all the archive copies for you once you have seen all the ways Yearbook Avenue can help you and your yearbook program. That should be quite an incentive for a quick 20 minutes of your time. My number is below, and I would love to meet with you sometime in the next two weeks.



Ask them about Yearbook Avenue

My current customers use Yearbook Avenue on a regular basis. Some use it more than others. Feel free to contact any of them to discuss how Yearbook Avenue has changed their yearbook lives and reduced their stress.

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|-------------------|----------------------------|--------------|
| Nancy Francis | Beaver Lake Middle School | 425-837-6377 |
| Elizabeth Methott | Canyon Park Junior High | 425-489-6476 |
| Stephanie Yeazell | Cedar Park Christian | 425-488-9778 |
| Marie Wallis | Chinook Middle School | 425-456-6300 |
| Sister Sarah | Eastside Catholic HS | 425-644-7737 |
| Deene Junker | Forest Ridge HS | 206-641-0700 |
| Paula Anderson | Heritage Christian School | 425-485-2575 |
| John Hirshell | Highland Middle School | 425-456-6400 |
| April Jungkunz | Holy Names Academy | 206-323-4212 |
| Shannon Rubin | International Community | 425-861-4380 |
| Ellen Jarvinen | Issaquah High School | 425-837-6102 |
| Jack Rodney | Issaquah Middle School | 425-837-6866 |
| Lovenia Smith | Juanita High School | 425-823-7600 |
| Linda Welden | Kenmore JHS | 425-402-5289 |
| Benita Soper | Kirkland SDA School | 425-822-7554 |
| Keith Myette | Leota Junior High | 425-402-5466 |
| Amy Helm | Liberty High School | 425-837-4862 |
| Kurt Jacobs | Lopez High School | 360-428-2219 |
| Dorothy Maxwell | Maywood Middle School | 425-557-6900 |
| Lisa Goodrich | North Junior High | 425-402-7670 |
| Nicole Ray | Pine Lake Middle School | 425-837-5732 |
| Vladimir Bokov | Puget Sound Adventist | 425-822-7554 |
| Dave Ellis | Sequoia Junior High School | 253-373-7542 |
| Marion Makin | Skyline High School | 425-837-7742 |
| Darrell Anderson | Skyview JHS | 425-402-5185 |
| Rachel Gossett | Sultan Middle School | 360-793-9850 |
| Emily Birch | Timbercrest HS | 425-806-7023 |
| Robin Messec | Tolt Middle School | 425-333-4131 |



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Find out more about Yearbook Avenue when you see it in action. Call me today to arrange a time!

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