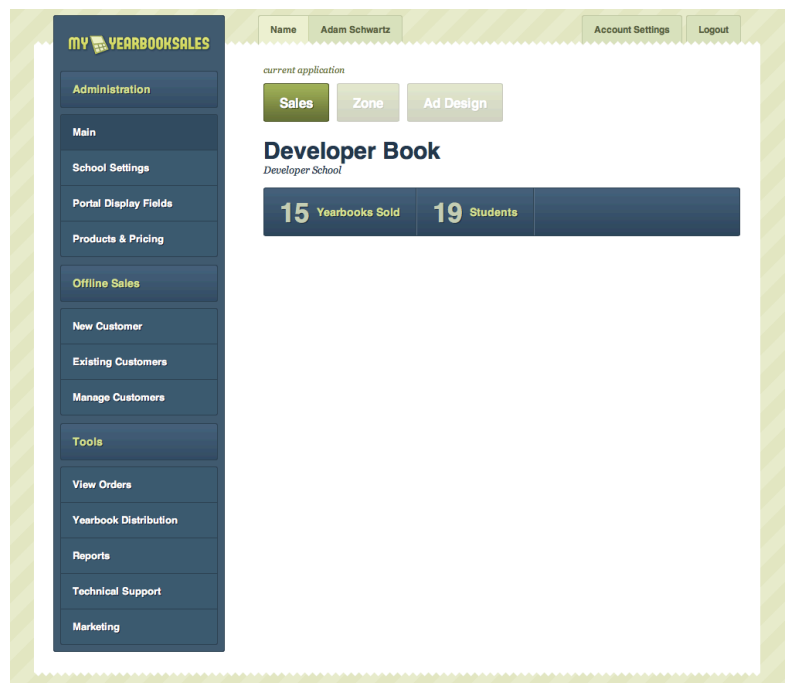


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Logging in to your control panel

1. Go to <http://www.yearbooksales.com>
2. Click login, authenticate with your email address and password.
3. Click the control panel button under dashboard
4. Once logged in, you will see something similar to the below screenshot. Notice you can switch between the various module control panels by clicking the respective button under the 'current application' area at the top.



Important Information regarding the Ad Design Control Panel

- The ad design control panel is accessed by clicking the “Ad Design” button under the ‘current application’ area at the top.
- **If you are selling dedication ads that are to be designed by parents online, ad products should be created in the ad design control panel, NOT the sales control panel.** *If you create the ad product through the sales control panel, parents will not be able to design their ad online.*
- We will cover creating ad products and using the ad design control panel later in this guide.

Setting up yearbook prices

1. Access your SALES control panel.
2. Click **products & pricing**.
3. Click **view** next to 2010-2011 yearbook.
4. Fill out the form. Most fields are self-explanatory when you see them, but we will briefly describe some of the options below.
 - a. *Product name* – how the product is displayed to parent, ex “Reflections Yearbook 2011”
 - b. *Display online* – whether or not this product is available for purchase online. Should be checked.
 - c. *End sale* – Yearbook ordering deadline
 - d. *Maximum yearbooks* – Maximum number of books that can be ordered, leave at 0 if unlimited.
 - e. *Price levels* –
 - i. Enter the price and the date it becomes effective.
 - ii. You can create unlimited price levels.
 - iii. *Important - the current price level should be the current date or a date in the past*

Price	Date
\$ 25.00	on 2010-09-10
\$ 30.00	on 2010-10-01
\$ 40.00	on 2010-12-01
\$ 45.00	on 2011-01-01

Add Another

- iv.
5. Click the save button.

Creating accessories (including items that require personalization)

1. Access your SALES control panel.
2. Click **products & pricing**.
3. Click **view** next to accessories.
4. Click create accessory
5. Fill out the form, fields are self-explanatory.
6. Personalization options are at the bottom.
 - a. This example would allow parents to specify the name to be engraved.

Personalization / Attributes

Attributes are text fields that allow the client to specify additional information. If you are using the Combo Field Type, separate your choices with a ; (ex. Blue;Green;Yellow;Orange)

Question: Name to be engraved

Field Type: Textbox

Character Limit: 30

Word Limit:

Price Increase: \$

Add Another

- b.
7. Click the save button.

Creating other products

There are built-in categories for other products such as previous yearbooks and school gear. Create these products the same way you would accessories, above.

Important: As mentioned above, do NOT create ad products that are to be designed online using this method! Ads meant to be designed online need to be created in the ad design control panel.

Why? When you create ads, you'll specify important settings such as dimensions and what design features are available to parents.

Portal display fields (Registration Prompts, Distribution Info)

1. Access your SALES control panel.
2. Click **portal display fields**.
3. **Registration data fields** allow you to ask parents additional questions when they place their order. By default, grade level, name and student ID will be asked. You can ask additional information, such as homeroom (enabled by default) and three other questions.
4. **Distribution/shipping info** are messages that display to parents when placing their order so they have an idea of how they will get their yearbook. Typically, schools will set a distribution description along the lines of "yearbooks will be distributed the last two weeks of the school year, information will be announced to students at school".
5. **Click save.**

School settings

1. Access your SALES control panel.
2. Click **school settings**
3. Go through each prompt and personalize for your school. We will highlight some below.
 - a. Status
 - i. Set to enabled if parents should be allowed to place orders online for your school. By default, this is set to disabled so you can set up your school!
 - b. Processing fee mode
 - i. Whether or not parents see the price of items and the processing fee separately, or if they should see one price that includes the processing fee.
 - ii. For example, let's say a yearbook was \$20 and the processing fee was \$1.75. You have the option of showing parents \$20 as the price of the yearbook, and they see a processing fee in their cart, OR just showing parents that the cost is \$21.75. Many schools choose this method and advertise the total cost including the fee as the price of the book as to not cause confusion over different prices or discourage online sales.
 - c. Grades
 - i. When placing an order, parents select their student's grade level. They select from a drop-down box. Separate the choices with a semicolon.
 - ii. For example, K;1;2;3;4;5;Other
 - d. Size indexes – for online ad design
 - i. If you are using online ad design and want to limit the number of pages of ads that can be sold, set the maximum number of pages here. The system will then cutoff ad sales once the limit is reached.
4. **Click save.**

Where to direct parents for online sales

1. There are two methods customers can access your school's ordering portal:
 - a. When you registered, you chose a school code. You can direct parents to <http://<schoolcode>.yearbooksales.com>
 - b. You can direct schools to <http://www.yearbooksales.com> and they can search for your school by ZIP code.
2. **We encourage you to visit your school's ordering portal to make sure everything is set up correctly! Simply use the same method (above).** Even though you are a school administrator, when you visit the ordering portal, it will display the same as if you were just a parent placing an order.

Payments to schools, Reporting

- Payment periods at MYS are based on calendar months. Within the first 7-14 days of each month, you will receive a summary email of your sales from the previous month, and a check will be mailed to your school for the previous month's sales.
- You will also receive an email at the time of each sale.
- You can log in to your sales control panel at any time to export sales to a spreadsheet or view sales online
- Have personalized items and want a report of all customizations? Send an email to support@myyearbooksales.com and we will promptly export customizations to a spreadsheet for your convenience, within one business day.

What about My Yearbook Zone? The link at the top doesn't work...

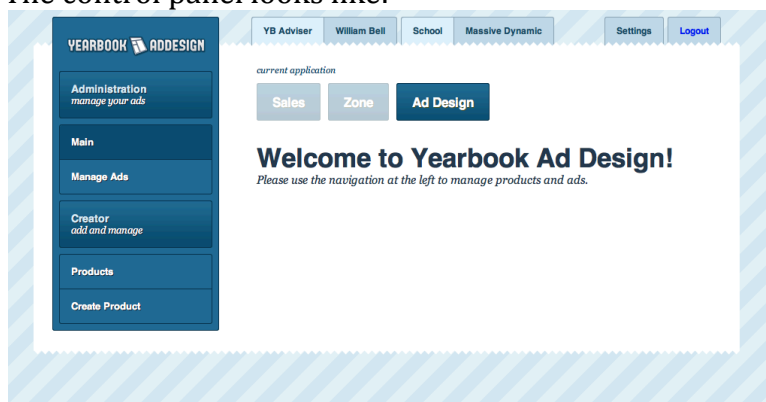
Unfortunately, we were not able to integrate My Yearbook Zone in to the new MYS system for this school year, so it is not possible to launch MYZ from the sales control panel. However, we are activating schools that want to use MYZ under the old system. If you signed up for My Yearbook Zone and you would like assistance on accessing MYZ, contact support.

Contacting support

- Email support@myyearbooksales.com. This is the best method, as an expert in the appropriate module will respond. If you prefer a phone call back, simply include your number and the best time to contact.
- Call 800-381-8561 x2. Please note, an expert for the module you are calling about may not be available. If this is the case, please leave us a message and we will contact you as soon as possible.

Yearbook Ad Design

Access your ad design control panel by clicking the 'ad design' link at the of the sales control panel. The control panel looks like:



Setting up products

1. MAKE SURE YOU ARE IN THE AD DESIGN CONTROL PANEL (see above screen shot)
2. Click create product
3. Although there are many fields, the default settings for most fields are suitable for the majority of our schools. We will highlight the basics below:
 - a. Label - What it's called, ex: Half Page Dedication Ad
 - b. User Layouts
 - i. Whether parents are allows to make their own layout if they wish, or if they must use a template
 - c. Size index
 - i. If you limited the number of pages available for ads in school settings (see above), mark whether the ad is $\frac{1}{4}$ page, $\frac{1}{2}$ page, etc. here
 - d. Dimensions
 - i. We have built-in sizes for 8.5 x 11 and 9 x 12 books here, for full, half, quarter, and eighth page ads. Select one of these sizes from the drop-down box, or select custom from the drop-down box and enter your own size.
 1. Note, built-in templates from MYS are only available for the built-in sizes.
 - e. Deadlines - Enter a cutoff date for sales and design.
 - f. Price – the price you are charging. Note, the processing fee is added on to this.
4. Click create. When you create an ad here, the product will automatically be added to the sales side so it is available for purchase.
5. You'll be able to make your own templates (if desired) after you create a product. Contact us with any questions.

Managing Ads

- When you click manage ads in the control panel, you will see three options:
 - Needing approval
 - Once an ad is submitted and generated (which occurs within 30 minutes of submission), you will receive an email alerting you that an ad is awaiting approval.
 - Here, you will be able to view and approve it.
 - There is also an option to disapprove it. (Common reasons an ad is disapproved include a typo or in appropriate photo.) When you select this option, the system will prompt you why. This reason will be emailed to the parent so they can log in, fix it, and resubmit it.
 - Once you approve it, the parent will receive an email alerting them, and the ad will move to the 'approved ads' section (below).
 - Design Stage
 - You can see a list of ads that are in the design stage. You can launch an ad to edit it yourself if desired, and also preview it if the parent has started designing it.
 - Approved ads
 - Once an ad is approved, you can come back at any time to download it as a JPG image here.

How parents purchase and design their ads

1. Parents purchase their ad the same way they purchase their yearbook, and can in fact pay for both at the same time (see *where to direct parents for online sales, above*).
2. Once a parent purchases their ad, within 2 minutes of placing their order, they will be given access to the ad design center. Parents receive an email instructing them how to access their ad, but to summarize, parents simply log in at yearbooksales.com and click on the 'ads' button.

Ad Design FAQ

- Can parents pay for their ad at the same time they buy their yearbook?
 - Yes, we have integrated yearbook and ad sales starting in the 2010-11 school year.
- Why do parents have to pay for their ad before designing it? What if they want to upgrade the size once they start designing it?
 - We understand that many schools and parents find this policy inconvenient, and we are considering changing it for next school year. It is set up this way because the schools we originally worked with when developing the system all required parents to pay and reserve their space in the book well before the design deadline. We understand this workflow does not apply to all schools, and apologize for any inconvenience this causes. If a parent wants to upgrade their ad size, they can call us and we will upgrade it over the phone.
- Can I as a yearbook adviser create my own templates?
 - Yes. In the ad design control panel, go to products→view, and there is an option to create templates there. There are advanced features to limit options to parents such as colors, whether a box must be a textbox or photobox, etc. Don't hesitate to contact us with any questions.
- Will there be more fonts/clip art/built-in templates? Can we upload our own fonts/clip-art?

- More fonts and clip art will be available in January 2011. We do not currently support uploading your own.
- Does the system ensure uploaded photos are high enough quality?
 - Yes. When parents are placing their photos, they will first crop it so the proportions of the photo match that of the layout element. When doing so, the system will advise them of the quality with a stop-light. The stop-light indicates good quality, fair quality, and poor quality. (Internally, these correspond to resolutions, but we spare parents what the actual DPI is and show them a stoplight instead to simplify it.) Note, if a parent wants to submit a photo that is poor quality, they will still be able to do so – the poor quality warning serves as an advisory, but we allow parents to submit it anyway because from experienced, we learned some parents don't have any other options and aren't concerned with the quality.
- Other questions?
 - Contact support:
 - support@myyearbooksales.com (best method so an ad design expert can assist you, leave a time to contact you if you prefer a phone call response)
 - 800-381-8561 x2 (our ad design experts are not always available so you may be asked to leave a message and we will return your call promptly)