

Words of Wisdom to new advisers (from other advisers)

- 1) Give your staff **YOUR deadlines**, not the plant deadlines. Allow yourself some time to check the pages. This is not lying to them. On the site, you can post "student deadlines" by going under "Status/Page Submissions".
- 2) The **senior portrait section** is near and dear to every parent in the world. **Triple check** to make sure all seniors are pictured and identified correctly. Also make sure that the parents of any senior who won't be in the book for some reason are aware of that fact before you submit the pages. **Underclass portrait mix-ups** are another potential problem. Triple check those as well.
- 3) Cross reference your ad section. **Make sure all ads have been included**, and that your ad income matches the page space. Do the same for book sales vs. receipts.
- 4) Whether your book is all color or part black and white, be sure you know exactly which **color pages** are due on what dates, again by printing "multiples". It is a bit complicated, but very important to understand.
- 5) Your **adviser password** to "Yearbook Avenue" is very, very priceless. Guard it. Big time! Teenagers are very clever. Prove you are smarter. You might also change all passwords occasionally, or after a yearbook student has withdrawn from yearbook class.
- 6) The students at your school are actually not the primary group who buy your yearbook. Their **parents are the primary group**. Make sure you market books and ads to them.
- 7) If you are doing a **full color book**, realize that your page deadlines **require "8 page multiple" submissions**. Thus, a 40 page deadline is not just any 40 pages, but 40 that allow us to print 5 printing multiples. Check with us to make sure you grasp this concept.
- 8) You do not pay **taxes** to Jostens to purchase the books from us. Yearbooks are taxable in most cases because you are re-selling them to the students. The State of Michigan wants 6% of that re-sale. The exception is where every student automatically gets a book and you do not re-sell them.
- 9) You will always get a **final invoice** after you actually receive your books. Prior to printing, you will be billed for one or two deposits. Even though the form might say "Final Deposit", it is not a final payment.
- 10) The worst deadline to miss is the final deadline, but **all deadlines are important**. We have an obligation to finish those books which we receive on-time before working on late submissions.
- 11) Make sure you **don't "forget" any sports, clubs, or groups**.
- 12) **Look at your ladder** every day. It will remind you of things to do, and things you maybe forgot to do that need immediate attention.
- 13) Always **be thinking about your next two deadlines** at once, obviously focusing more on the next one. But look ahead and get a jump on the second deadline.
- 14) You can **submit pages early** (we love them!!) You can also submit pages between deadlines. If you get behind, always submit pages as soon as you can. Don't hold the whole deadline - submit what you have.
- 15) Make copies of all CD's and hard copy prints before sending to the plant, especially your portrait CD.
- 16) Be paranoid.
- 17) Don't be paranoid.
- 18) Spell correctly.
- 19) Become familiar with **Jostens' web site** - www.yearbookavenue.com. In addition to being a portal to create the book, there are many great references, tips, design ideas and Photoshop help, sample covers and spreads, and info for advisers.
- 20) Important **800 numbers**:
 - Topeka Yearbook plant: 1-800-262-9725
(Lori Shaw, consultant = x 5350)
 - State College customer service: 1-800-322-9725
(Crystal Gault, consultant - x 6778)
 - Yeartech help: 1-800-328-2435
- 21) **"SUBMIT" means submit**. Be sure the page is accurate before sending. We can "un-submit" a page, but it could cost anywhere from \$ 31 to literally thousands of dollars if it gets printed.