

Walsworth 2010 *It's Worth It* Yearbook Staff Promotion

OFFICIAL RULES

Contest open to all 2010 Walsworth yearbook customer schools. A total of three (3) \$1,000 cash prizes will be awarded to three (3) participating school yearbook programs that achieve the highest year-over-year sales improvement on a per-unit basis (or buy-rate increase, calculated on the number of sales compared to total student body population) as compared to their 2009 school yearbook sales performance. There will be only one (1) \$1,000 winner for each of the three yearbook-related sales categories described below.

To be eligible for the sales contest, the yearbook adviser must enroll their school and staff to participate in the contest and identify the sales categories in which they would like to compete: 1) overall yearbook per-unit sales improvement: \$1,000 prize; 2) total number of advertising pages per-unit sales improvement: \$1,000 prize; and 3) total number of yearbook options per-unit sales improvement: \$1,000 prize (including Namestamping, iTags, Icons, *Year In Review*, *ceBuzz*, autograph supplements and plastic covers).

The promotion enrollment period begins on August 7, 2009, and all registrations must be received on or before December 31, 2009, at 11:59 p.m. Central time. The final sales deadline is on April 30, 2010, at 11:59 p.m. Central time and final sales numbers will be calculated and confirmed. Winners will be notified on or around May 15, 2010. In the event of a tie in a category, the school with the highest unit sales in proportion to overall student enrollment will be declared the winner.

All 2010 per-unit sales numbers will be verified and compared against final 2009 per-unit sales numbers. New Walsworth customers will be required to provide documentation of their previous per-unit sales in the form of their final 2009 invoice or account reconciliation for eligibility confirmation.

Each of the three (3) cash prizes will be issued in the form of a check made payable to the school and its yearbook program, and is intended to support the yearbook department with yearbook-related hardware, software, photographic equipment or continuing education, teaching aids or workshops. The school yearbook adviser and/or authorized school administrator will have the right to distribute the funds as they deem appropriate.

By participating in this promotion, each entrant accepts and agrees (i) to be bound by these Official Rules and the decisions of the Walsworth and judges, which shall be final and binding in all respects, and (ii) to release Walsworth, and its parents, subsidiaries, affiliates and advertising and promotion agencies, and the respective directors, officers, employees and agencies of the foregoing (collectively, the "Released Parties") from any and all liability of any injuries, losses or damages of any kind caused by participating in this promotion or resulting from acceptance, or use/misuse of the prize. Sponsor reserves the right at its sole discretion to disqualify any school where a student of that school tampers or attempts to tamper with the entry process or the operation of the promotion or website, violates the Official Rules, or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this promotion, or any prizes awarded, shall be resolved individually, without resorting to any form of class action, and any judicial proceedings shall take place in a federal or state court within the state of Missouri.; 2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Walsworth in connection with the promotion, shall be governed by, and construed in accordance with the laws of the State of Missouri, without giving effect to any choice of law or conflict of law, rules or provisions (whether of the State of Missouri, or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Missouri. **IN NO EVENT SHALL WALSWORTH OR ITS RELATED ENTITIES BE LIABLE TO ANY ENTRANT OR WINNER FOR DAMAGES THAT EXCEED THE VALUE OF THE PRIZE TO BE AWARDED TO ANY INDIVIDUAL SCHOOL IN THIS CONTEST.**

Registration Form – Driven by CheckBox Survey Tool

HEADER/CREATIVE BANNER

INTRODUCTORY TEXT

- Yes, my yearbook staff would like to participate in the 2010 *It's Worth It* Yearbook Staff Promotion!
 - We want to compete to sell more yearbooks this year than last year!
 - We want to compete to sell more ad pages this year than last year!
 - We want to sell more personalization options this year than last year!
 - We want to participate in all three promotions!
- No thanks.

Adviser Name TEXT BOX
School Name TEXT BOX
City TEXT BOX
State TEXT BOX
Email Address TEXT BOX
Telephone Number TEXT BOX

TBD - COPY REINFORCING BENEFITS OF ENTERING THE CONTEST

SUBMIT BUTTON

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BOUNCE-BACK EMAIL SHOULD CONFIRM REGISTRATION, CATEGORIES AND CONTACT INFO

INCLUDE LINK TO CONTEST RULES