

Online Sales Program

Frequently Asked Questions

Account Setup

1. **Q: If I have not received my 2010 Members Only username and password, who should I contact?**

A: Please contact your Customer Service Representative (CSR) or your yearbook sales representative.

2. **Q: Can I completely customize the program?**

A: Yes, you designate in the Online Book Sales and Online Ad Sales tabs in Program Information which yearbook and ad options you want to sell online.

Online Book Sales

Entire School Receives Yearbook

3. **Q: If my school provides the yearbook to the entire school, can we offer the options online?**

A: No, not for the 2010 school year. We plan to add this functionality at a later date.

Year in Review/ceBuzz

4. **Q: If my school orders Year in Review/ceBuzz or Autograph Supplements for the entire school, do I still need to check the box for this option on the Online Sales Program form?**

A: No, you should not check this box.

Pricing

5. **Q: Can I include the service fee in the yearbook sales price?**

A: Yes, the default is set to include the service fee in the book price. However, if you want to list the fee separately, you can do so by selecting the list as a separate line button on the Service Fee Visibility line.

6. **Q: Can I offer graduated pricing for the yearbook?**

A: Yes, graduated pricing for yearbooks will be available. Fill out the dates and the sales prices in the Online Yearbook Sales tab in Program Information.

Ship to Home

7. **Q: Can a buyer have their book shipped directly to them and pay the amount the school wants to charge for shipping?**

A: No, not for the 2010 school year.

Packaging

8. **Q: How will my yearbook options be packaged and shipped to the school?**

A: All yearbook options (except namestamping) will be sorted and packaged alphabetically into individual envelopes for each online purchaser. These envelopes will be sent to the school approximately two weeks prior to the requested yearbook ship date. Schools that do not participate in the Online Sales Program will not receive their options individually packaged.

9. **Q: How will my namestamped books be packaged and shipped to the school?**

A: Namestamped books will be boxed together and the listing of names included will be labeled on the outside of the box.

Deadlines

10. Q: How late in the year can I sell books through the online program?

A: Enter the date you would like your online sales to end in the Online Yearbook Sales tab in Program Information. This can be no later than 30 days after your yearbook ship date, which allows you to use online sales to sell any unsold books.

Purchases

11. Q: Does a purchaser have to sign up for a ClassScene account to buy a yearbook or an ad online?

A: A ClassScene account is not required to purchase a yearbook, ad or any apparel online.

12. Q: How will refunds be handled if a student leaves the school and doesn't want the yearbook anymore?

A: There is an established refund policy. Please refer to the Walsworth Customer Policy on the website for specifics on refunds.

13. Q: Will the system keep track of the person receiving the book and not just the person ordering?

A: Yes, both names will be required on the order page.

Miscellaneous

14. Q: Will MyCover books be sold online?

A: No, not at this time.

Online Ad Sales

All Options

15. Q: When can ad sales start online?

A: The "Design it for me" options have already started. The "Design it myself" option starts Sept. 2009.

16. Q: Can my school offer more than one option for ad sales?

A: Yes, you can choose the "Design it for me" option (either school or Walsworth builds the ad) and the "Design it myself" option. If you choose to offer the "Design it for me" option, you will designate in the Online Ad Sales tab in Program Information whether your school or Walsworth will build the ads.

17. Q: What is the maximum size for each uploaded image?

A: The limit for each uploaded photo is 25MB.

Design it for me (Either school or Walsworth builds ad)

18. Q: How will purchasers submit their text for an ad?

A: The purchaser will enter their text into the ad order form when they are uploading their image(s).

19. Q: Can I determine the number of photos and words permitted in an ad?

A: You will set the number of photos you will allow per ad by ad size in the Online Ad Sales tab in Program Information. This number cannot exceed Walsworth's maximum.

Walsworth image limits by ad size:

Item	Eighth Page	Quarter Page	Half Page	Full Page
Image limit	4	6	12	24

Walsworth sets the limit for the number of characters. The character limits by ad size:

Item	Eighth Page	Quarter Page	Half Page	Full Page
Body character limit	135	210	440	880
Special instructions character limit	600	600	600	600
Header character limit	100	100	100	100

Design it for me (School builds ad)

20. Q: Can a parent pay for the ad online but hand deliver the images directly to the school?

A: Yes, if you designate you will accept images at a later date. Check the yes button on the Allow Hard Copy Submission line in the Online Ad Sales tab in Program Information.

21. Q: What will I receive when materials have been uploaded for an ad to be created?

A: You will receive an email with a link. To download the images and text, complete these steps:

- Visit ClassScene.com and log in with your username and password.
- Click on Manage Yearbook Ads in the Tools section.
- Select ad, and click on the View Details link.
- To download the image, select the Download Original link, Select File then Save As and select location where the image is to be saved.
- Copy/paste the text to the program you are using to build your ads.

Design it for me (Walsworth builds ad)

22. Q: When Walsworth builds the ad, how will it be delivered to the school?

- For Online Design schools, we will deliver a transparent .png file that can be uploaded and placed on the page in Online Design.
- For InDesign schools, we will deliver an .inx file along with all other necessary resources in a zipped file.

Design it myself

23. Q: Can my school design and provide our own templates for our school users?

A: No, not for the 2010 school year. Walsworth will provide pre-designed templates that the purchaser must choose from.

24. Q: Will I be able to select which template styles for each size?

A: No, not for the 2010 school year.

25. Q: What will I receive when an ad is designed and purchased?

A: You will receive an email with a link that will take you to a transparent .png, raw text and raw images. If an ad needs to be revised, you will have all the raw materials to rebuild the ad.

Marketing

26. Q: How can I promote my new online sales?

A: Walsworth has developed several ways for you to advertise your new online sales.

- School Website Banners: We encourage you to place Buy a Yearbook or Buy an Ad banners on your school website. This makes it easy for purchasers to go to a familiar website to purchase a yearbook and/or ad. When a user clicks on these banners, they will be taken directly to your online School Store. To request your banners and school-specific HTML code, email schoolmarketing@walsworth.com.

- Vanity URLs: We have set up vanity URLs that you can use on posters, fliers, in PA announcements, and more.
 - yearbookforever.com - Users enter their school name and then are taken to your online store.
 - To get your school-specific URL so that purchasers can access your online store directly, email schoolmarketing@walsworth.com.
- Student Scholarship Sweepstakes: We're giving away \$1,000 scholarships to three lucky students at Online Sales Program schools. Students and their parent or guardian can enter for a chance to win from Aug. 15 to Nov. 30, 2009. After entering, entrants have the option to purchase their yearbook. No purchase is necessary. This is a great way to show your school community you are selling your books online. To spread the word, we have developed a marketing tool kit which includes posters, fliers, postcards, email template, PA Announcement and newspaper copy.
 - These items are available for download. Visit walsworthyearbooks.com, log into Members Only and click on the Marketing Help button.
 - If you would like us to print the posters or postcards for you, send an email to schoolmarketing@walsworth.com.
- Streamlined Marketing: Want to alert your school community about book and ad sales, deadlines, special offers and school events? We can help! Send your email list to marketingyearbooks@walsworth.com and we will send emails on your behalf. Or, if you prefer, you can send the emails directly from you school.

School Store

27. Q: Is bulk pricing available on apparel?

A: Yes, if schools or groups order multiple quantities (apparel only), schools can get a discount off the listed price. To get an exact quote, please call 877.723.6344 and a Walsworth Customer Service Representative will work with you to give you the best pricing possible.

28. Q: Can I increase the price of items in the School Store so that my school can make more than the standard 10%?

A: Yes, you can increase your percentage on the School Information tab in Customer Information. Indicate the percentage you want in the School Store Revenue Share drop-down menu. This will increase your percentage on apparel items only, such as clothing, bags and caps, so that you make more than the standard 10%. You can increase the pricing in 5% increments, and the maximum a school can make is 30%. Price increases must be on all apparel items in the store, not on an item-by-item basis.

Payments

29. Q: Can purchasers pay with check or credit card?

A: Anyone can pay by credit card or online check. For the online check, purchasers will need to enter their routing number and account number.

30. Q: If a check bounces, who will contact the purchaser?

A: Payment via online check will be authorized before a person checks out.

ClassScene

31. Q: Does my school have to sign up for Online Book Sales or Online Ad Sales to get ClassScene for free?

A: No, you will get ClassScene for free as a Walsworth customer.

32. Q: What does a Walsworth school get with the free version of ClassScene?

- If a school administrator signs the agreement, the school gets everything on ClassScene, 25GB of storage free and galleries that can be viewed by the general public (if the school wants). The school can purchase incremental storage for \$250/year per 25GB.
- If a school administrator does not sign the agreement, the school gets everything on ClassScene, 25GB of storage free and galleries that can only be viewed by approved members. The school can purchase incremental storage for \$250/year per 25GB.

33. Q: Can I get a ClassScene account with unlimited storage?

A: Yes, unlimited storage is available for \$1,000 per year. To enroll, sign the ClassScene Agreement and purchase before Oct. 30, 2009 to get unlimited storage.