2018 Online Sales Program: Frequently Asked Questions

Account and Online Sales Setup

1. **Q: If I do not have my Members Only username and password, who should I contact?**
   A: The username and password login information is the same as last year.
   - If you are a new customer or new adviser, you should have received an email with your login information. If you did not receive the email, please check your junk mail or spam folder in case it was delivered there.
   - If you do not remember your information or cannot find the original email, please contact your customer service representative.

2. **Q: Where do I enter contact fields for my yearbook editor and student marketing manager in Members Only?**
   A: Contact fields for your yearbook editor and student marketing manager are available within the Contact Information link under the Settings area of the Members Only home page.

3. **Q: How do I set up my Online Sales?**
   A: You can set up your online sales information when you log in to your Members Only account. After setting up your school information (only necessary if you are a new customer or have never sold online), you will click the **Sell Online** button to set prices for online sales.

4. **Q: Can I choose what items I sell online?**
   A: Yes. When you click on Sell Online, you will designate which yearbook and ad options you want to sell online.

5. **Q: Will Walsworth collect sales tax for yearbooks, personal ad sales or business ad sales?**
   A: Tax policy
   Note: The tax policy listed below does not apply to schools in **New York, North Carolina, Kansas and Washington**. If your school is located in one of these states, please consult your yearbook sales representative regarding the proper administration of sales tax.

   - When a yearbook or ad is sold online, we are collecting deposits on behalf of your school.
   - Yearbook and/or ad purchases may be taxable, and your school has the option of having Walsworth collect taxes on your behalf.
   - Prior to setting up Online Sales, you must fill out the Tax Liability Form.
   - The default tax collection setting states that Walsworth will not collect taxes on your school's behalf. Your school can go back and change this selection at any time.

   If you choose to have Walsworth collect taxes on your school's behalf:
   - Check any (or all) of the *Collect Taxes for Yearbook Sales for my school*, *Collect Taxes for Yearbook Recognition Ad Sales for my school*, or *Collect Taxes for Yearbook Business Ad Sales* fields for your school on the Tax Liability Page.
   - Select the contact to whom the collected taxes should be remitted. You may add a new contact if necessary.
   - Walsworth will collect taxes on your school's behalf for all online yearbook sales and online ad sales transactions.
   - Any taxes collected will be remitted to your school quarterly.

- Your school, not Walsworth, is responsible for remitting taxes directly to the appropriate taxing agencies.
- The tax collected will be based on applicable state and local tax rates.

If you choose not to have Walsworth collect taxes on your school's behalf:

- Leave the Collect Taxes boxes unchecked, and click the Save button at the bottom of the page.
- Walsworth will not collect any sales tax for online yearbook sales and online ad sales transactions.
- Your school must deal directly with the appropriate taxing agencies if your school is required to pay tax on online yearbook or ad sales.

Online Book Sales

Entire School Receives Yearbook

6. Q: If my school provides the yearbook to the entire school, can we offer the options for sale online?

A: Yes, the yearbook can be offered for $0.00 and options can be sold online. Note: The purchaser will still have to pay a service fee for any options purchased.

Options

All Options

7. Q: What yearbook options can I sell online?

A: You can sell namestamps, iTags, Clear Book Protectors, Autograph Supplements and Current Events Supplements! We also have deluxe and basic options packages you can sell online.

8. Q: What options are included in the two packages?

A:

- The Deluxe Package includes a namestamp with one line of text, three icons and one clear plastic yearbook protector.
- The Basic Package includes a namestamp with one line of text, one icon and one clear plastic yearbook protector.

9. Q: Can I customize the options packages to offer different items in each package?

A: No, the option items sold in the options packages cannot be changed.

Namestamps

10. Q: What are the namestamp deadlines for spring and fall schools?

A: Spring Delivery Schools:

- Namestamps and icons will be automatically turned off online and no longer available for purchase at 11:59 p.m. Eastern time on Jan. 27, 2018.
- All online orders are automatically added to your namestamp orders list and you need to enter your in-school namestamp orders to this list. Your namestamp list is due to Walsworth on Jan. 27, and you must submit your list through the Manage Namestamps area of Members Only.

Fall Delivery Schools:

- Namestamps and icons will be automatically turned off online and no longer available for purchase at 11:59 p.m. Eastern time on April 30, 2018.
- All online orders are automatically added to your namestamp orders list and you need to enter your in-school namestamp orders to this list. Your namestamp list is due to Walsworth on April 30, and you must submit your list through the Manage Namestamps area of Members Only.

11. **Q: Is there a minimum namestamp purchase quantity required for schools participating in the Online Sales Program?**
    A: There is no minimum purchase quantity for Online Sales schools.

iTags

12. **Q: What are the iTag deadlines for spring and fall schools?**
    A: Spring Delivery Schools:
    - iTags and icons will be automatically turned off online and no longer available for purchase at 11:59 p.m. Eastern time on March 15, 2018.
    - iTag lists are due to Walsworth by March 15 if you want your iTags to be delivered with your book and packaged by student name with the other options purchased. Regardless of when you submit your list, all online sales will be added automatically and submitted in time to be packaged by student name.

    Fall Delivery Schools:
    - iTags and icons will be automatically turned off online and no longer available for purchase at 11:59 p.m. Eastern time on June 15, 2018.
    - iTag lists are due to Walsworth by June 15 if you want your iTags to be delivered with your book and packaged by student name with the other options purchased. Regardless of when you submit your list, all online sales will be added automatically and submitted in time to be packaged by student name.

    Please note that in-school (offline) iTag orders are available year-round and you can submit your list at any time. Please contact your customer service representative with any questions.

13. **Q: Is there a minimum iTag purchase quantity required for schools participating in the Online Sales Program?**
    A: There is no minimum purchase quantity for Online Sales schools.

Year in Review/ceBuzz

14. **Q: If my school purchases *Year in Review/ceBuzz* or Autograph Supplements for the entire school, do I still need to select to sell those options on the Yearbook Sales page?**
    A: No, you do not need to select any option that the school is buying for all yearbooks. These option(s) will show on the Yearbook Sales set-up form and will already be selected. There will also be a message on the Yearbook Sales set-up form stating that option will be sewn into the book.

Clear Plastic Covers, Autograph Supplements and Year in Review/ceBuzz

15. **Q: When will Online Sales turn off for Clear Plastic Covers, Autograph Supplements and *Year in Review/ceBuzz*?**
    A: Spring Delivery Schools: These options will be automatically turned off online and no longer available for purchase at 11:59 p.m. Eastern time on March 15, 2018.

    Fall Delivery Schools: Options will be automatically turned off online and no longer available for purchase at 11:59 p.m. Eastern time on June 15, 2018.

    Please note that in-school (offline) option orders are available year-round and you can submit your list at any time. Please contact your customer service representative with any questions.

Pricing

16. 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. If you enter a price of $50, the service fee will be added to the price and purchasers will see the yearbook price listed as $51.25 or $52.25.

However, if you want to list the fee separately, you can do so by selecting the **List as separate line** option on the ***Service Fee Visibility*** line. Selecting this option, if you enter a price of $50, purchasers will see the yearbook price listed as $50 plus a $1.25 or $2.25 service fee.

17. Q: Can I increase the price of my yearbook throughout the year?

A: Yes, you may make up to three pricing changes per school year. Simply enter the new prices and the dates you wish them to take effect on the Yearbook Sales page.

18. Q: Can I offer options (such as namestamping) at no charge with my yearbook?

A: Yes, you may offer options for free, including Namestamps or iTags with up to two lines of free text. You may not, however, offer free icons or free packages.

To set up an option with no cost, select to offer that option by clicking on the box next to the option name and then enter $0.00 as the cost.

Ship to Home

19. Q: Can a buyer have their book shipped directly to them and pay for shipping online?

A: All yearbooks sold through Online Sales will be shipped to the school.

If you would like to discuss possible ship-to-home options, contact your yearbook sales rep.

Packaging

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

A: All yearbook options (except namestamps) 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.

Options purchased in-school that are entered into Sales Central will be sorted and packaged alphabetically into individual envelopes for each purchaser. Deadline for entry: March 15, 2018, (spring-delivery schools) or June 15, 2018 (fall delivery schools).

If you want your options sorted and packaged by student name, you must sell the options online or enter them into Sales Central in Members Only by the due date listed above.

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

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

When you submit your namestamp list online, you can choose to have your books sorted alphabetically by grade or homeroom. Please note that grade and homeroom information must be included in your Sales Central report for us to sort accurately.

Deadlines

22. Q: When are final copy and page counts due?

A: Spring Delivery Schools:

- Counts for non-Online Sales schools are due Dec. 15, 2017.
- Counts for Online Sales schools are due Jan. 27, 2018.

Fall Delivery Schools: The final copy count is April 30, 2018, for all fall delivery customers.

23. 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. This can be no later than 30 days after your yearbook ship date, allowing you to continue using our Online Sales Program to sell any unsold books!

Purchases

24. 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 yearbookforever.com for specifics on refunds.

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

A: Yes, student name and grade, and purchaser name, are required on the order page. Purchasers can also enter the students' homeroom information at check out.

Miscellaneous

26. Q: What yearbook options are available for Soft Cover books?

A: Schools with Soft Cover books can sell one line of namestamping, iTags and iTag icons, Autograph Supplements and *Year in Review/ceBuzz*.

27. Q: Can I sell books for both the 2017 and 2018 school years?

A: Yes, as long as you are less than 30 days past your yearbook ship date. Once you are more than 30 days past your yearbook ship date, 2017 yearbook sales will no longer be available.

28. Q: Is my school name visible on all pages of yearbookforever.com?

A: Yes, your school name is visible to your purchasers on all pages of yearbookforever.com.

Online Ad Sales

All Ads

29. Q: When can ad sales start online?

A: Online Ad Sales can start at any time.

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

A: Yes, there are three ad design options:

- "Have the School Design My Ad" allows the user to upload text and photos and the ad is designed by the school or Walsworth.
- "Design My Ad Online" allows the user to create ads by using our design templates.
- "Upload My Finished Ad" allows users who already have a finished ad to upload and submit their ad directly to their school.

31. Q: What are the image requirements for uploaded photos?

A: Accepted file types are JPGs, PNGs and TIFFs. Images must be at least 300px x 300px at 150 dpi, and cannot exceed 25MB.

32. Q: Can Personal Ads be set up and sold separately from Business Ads?

A: Yes, Personal Ads are separate from Business Ads online. Schools can set different pricing, start and end dates, sizes and design options.

33. Q: Can purchasers save their ad to finish at a later time?

A: No. Ads must be completed, paid for and submitted at one time. There is no way to save an incomplete ad.

Have the School Design my Ad (Either school or Walsworth builds ad)

34. Q: How do purchasers submit their text for an ad?

A: The purchaser enters their headline and body text in Step Two of the design process.

35. Q: Can I determine the number of photos permitted in an ad?

A: You set the number of photos you will allow per ad by ad size in the Settings area of Members Only.

Walsworth's default photo limits are:

Ad Size	Image Limit
Full	24
Half	12
Third	10
Quarter	6
Sixth	5
Eighth	3
Ninth	3
Twelfth	2
Fifteenth	1
Sixteenth	1
Eighteenth	1
Thirty-second	1
Thirty-sixth	1

36. Q: Can I determine the number of words permitted in an ad?

A: Walsworth sets the limit for the number of characters allowed per ad size. The character limits by ad size are as follows. Character limits may vary by template within each size.

Ad Size	Body Character Limit	Header Character Limit
Full Page	1200	100
Half Page	600	100
Third Page	450	100
Quarter Page	600	50
Sixth Page	450	50
Eighth Page	300	50
Ninth Page	450	30
Twelfth Page	200	50
Fifteenth Page	300	30
Sixteenth Page	150	50
Eighteenth Page	200	30
Thirty-Second Page	100	50

Have the School Design My Ad (School builds ad)

37. Q: How much does this cost?

A: The purchaser is charged a $5 service fee per ad purchased.
NOTE: The $5 service fee does not show as part of the total in Sales Details.

38. 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 Yearbook and Ad Sales Settings page.

39. 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:

- Log in to Members Only.
- Click on **Retrieve Online Ads** in the My Yearbook section.
- Click on the **View** link on the ad you wish to retrieve.
- To download the image, select the **Download Zip** 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.

Online Design schools: Ad assets are sent directly to the Images area of Online Design.
NOTE: If the school is designing the ads, the text included with the ad must be copied and pasted from the Retrieve Online Ads area in Members Only

Have the School Design My Ad (Walsworth builds ad)

40. Q: How much does this cost?

A: The purchaser is charged a $5 service fee per ad purchased. Talk with your yearbook sales representative to get the fee for ad pages designed by Walsworth.
NOTE: The $5 service fee does not show as part of the total in your Sales Details.

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

A: Ads will be delivered to the school in one of these ways:

- For Online Design schools, we will place a transparent PNG file to your Private Ads folder in Online Design. You can then place the ad on a page in Online Design.
- For InDesign schools, we will deliver via Yearbook Connect an INX file along with all other necessary resources in a zipped file.

Design My Own Ad Online

42. Q: How much does this cost?

A: The purchaser is charged a $5 service fee per ad purchased online. For example, if a school enters a price of $150, the price will display to purchasers as $155 (if the service fee is included in the ad price) or $150 plus the $5 service fee (if the service fee is listed as a separate line item). In both cases, $140 will be credited to your account, and displayed as $140 in Sales Details, and Walsworth will keep the $5 service fee.

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

A: No, not for the 2018 school year.

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

A: No, not for the 2018 school year.

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

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

- Log in to Members Only.
- Click on **Retrieve Online Ads** in the My Yearbook section.
- Click on the **View** link on the ad you wish to retrieve.
- To download the image, select the **Download Zip** link, select **File** then **Save As** and select location where the image is to be saved.

Online Design schools: Ad assets are sent directly to the Images area of Online Design.

Upload My Finished Ad

46. Q: How much does this cost?

A: The purchaser is charged a $5 service fee per ad purchased.
NOTE: The $5 service fee does not show as part of the total in your Sales Details.

47. Q: In what format do purchasers need to upload their finished ads?

A: The completed ad needs to be uploaded as a JPG, TIFF or PNG with a minimum resolution of 150 dpi. RGB for Color Ads or Grayscale for B/W Ads

48. Q: When a parent uploads a finished ad, how will it be delivered to the school?

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

- Log in to Members Only.
- Click on **Retrieve Online Ads** in the My Yearbook section.
- Click on the **View** link on the ad you wish to retrieve.
- To download the image, select the **Download Zip** link, select **File** then **Save As** and select location where the image is to be saved.

Online Design schools: Ad assets are sent directly to the Images area of Online Design.

Marketing

49. Q: How can I promote my Online Sales?

A: Selling your books and ads online is a great start, but don't forget that marketing is just as important! Let parents and students know how awesome your book is, why they should buy and how to buy.

Check out ways like Customized Marketing to successfully promote your yearbook by visiting walsworthyearbooks.com/marketing. Make sure the pricing on your marketing items matches your online and in-school sales pricing listed in Members Only.

50. Q: What are school website banners?

A: A school website banner is a clickable ad you place on your school website that takes parents directly to your school store at yearbookforever.com.

51. Q: What school website banners are available?

A: You can choose from four different banner types to advertise Yearbooks, Yearbooks and Ads, Yearbook Ads, Community Upload or Email Registration. The different banner sizes available are 728x90, 125x125, 300x250 or 160x600.

52. Q: Where can I get my school website banner code?

A: In Members Only, click on the **Website Banners** button.

53. Q: What is Marketing Central?

A: Marketing Central is the area in Members Only that makes it easy to upload a student list, see who your non-buyers are and gives you easy ways to market to them.

54. Q: Why should I upload a Student List?

A: Uploading your student list helps you in so many ways!

- Easier targeted marketing: Quickly identify non-buyers
- Awesome sales reporting: Check sales progress and quickly enter in-school sales. If student name has been uploaded, you can quickly find them and enter their order. Online Sales are automatically matched to the student name (if first name, last name and grade match), and added.
- Easy to review image tagging (Online Design schools only)
- Streamlined namestamp/iTag submission later in the school year
- Simplified Distribution:
  - Receive all online and entered in-school options packaged by student name.
  - Easy to export and print distribution list.

55. Q: How do I upload a Student List?

A: It's easy!

- If you have not uploaded a list, log in to your **Members Only**, click on **Marketing Central** and then the **Upload Student List** link. Simply follow the steps to upload your list. Make sure your list includes parent email addresses.
- If you have already uploaded a list, you can add additional information for students already on your list, or add additional students to your list, by going into **Marketing Central** and clicking on the **Add Students** button.

56. Q: What if I do not have a Student List to upload?

A: If you can get any kind of student roster (or class list), save it as an Excel file to upload or select **Type It In** to manually enter the student names available.

57. Q: Once a list is uploaded, what information is shown in the report on the Marketing Central screen?

A: You will see the student name and grade, homeroom (if entered or uploaded on the list) and if they have purchased a book. Purchases made online at yearbookforever.com are automatically added to this report when the name of the student the book is purchased for matches the name of a student in the list; when you enter in-school sales, they are also added to the appropriate students.

Online Design schools will also see the number of pictures by student included on any submitted spreads. If you hover over the photo icon, you can see those photos.

You can easily sort and filter by any of these categories.

58. Q: What marketing items are available in Marketing Central?

A: You can quickly print or export lists of non-buyers in Marketing Central by clicking on **Print List** or **Export Mailing List** in the Reach Non Buyers area. Just click on the link, change the **Bought** drop down to **No YB** or **None**, and then print or export.

You can also set up Automated Email marketing, request custom emails, get your school website

banners, request Customized Marketing and see all other kinds of great marketing resources and materials.

59. Q: What is the Parent Email Program (PEP)?

A: Our program lets schools send emails to parents automatically every three weeks. Set it up once, and emails will be sent based on your sales information. Parents can unsubscribe from emails at any time.

60. Q: Why should I use the Parent Email Program?

A: Tired of order forms not making it home to parents? Emails reach parents easily and efficiently, and take students out of the delivery equation. You send us your parent email list, and we take care of the rest.

- Easy, effective and free, saving you time and money. Emails are a proven way to get parents to buy their student's yearbook.
- Time-saver: Once you set up this program, mark emails off your to-do list. Emails will automatically be sent to parents every three weeks throughout the school year.
- Fun and visually appealing emails, we use student photography and promote the value of the yearbook. Want to use your own photo? Send it our way!
- Parents can easily let us know they have already purchased a yearbook so we can remove them from our list.
- Last Chance emails are sent one to two weeks prior to your sales end date. Get those procrastinators with the Last Chance email.

To sign up, go to walsworthyearbooks.com/pep and complete the sign-up form. Let us help you sell more yearbooks and ads all year long.

61. Q: How do I set up the Parent Email Program?

A: To sign up:

- Go to walsworthyearbooks.com/pep and fill out the Sign Up Form.
- Send your student list with parent email addresses to marketingyearbooks@walsworth.com.
- If selling online, set up your Online Sales in Members Only.
- Start planning your in-school sales and order Customized Marketing items.

62. Q: Can I change the wording the Parent Email Program emails?

A: You can include the information for your in-school yearbook sales and also include copy about your ad sales. Also, if you want to use a photo from your yearbook staff, just send it our way!

Sales Reporting

63. Q: What is Sales Central?

A: The Sales Central area of Members Only serves as your financial hub. You will find your sales reporting, enter in-school sales, add students manually to your sales list and set financial goals there.

64. Q: Why should I set sales goals?

A: Setting sales goals will help you track your progress throughout the year. To set your goals, click on **Set Goals** in the Sales Central area on Members Only. Click on **Goal** beside Yearbooks, Options, Personal Ads and Business Ads. Fill in your actual information from 2017 sales and then your 2018

goals. On Sales Central, you can see a snapshot of the weeks remaining for sales, your goal, your actual sales and the remaining amount left to sell to meet your goals.

65. Q: How do I access my sales report?
A: In Members Only, click on **Sales Details** in Sales Central.

66. Q: Where do my Online Sales get reported?
A: Online sales are automatically added to your sales report.

67. Q: How can I tell which purchases were made online?
A: Purchases made on yearbookforever.com will have an order number in the Order column. You can also use the filter at the top of the sales report to filter by Sales Source – Online or In-School.

68. Q: Why should I enter my in-school sales in Sales Central?
A: Let us count the ways!

- Helps you get a complete picture of your total sales – helping you track to your goals and your budget.
- If you enter all in-school sales by the due date (March 15, 2018, for spring-delivery schools and June 15, 2018, for fall delivery schools), you will receive all option orders packaged by student name and delivered to the school two weeks prior to your yearbook ship date.
- Makes submitting Namestamp and iTag lists at deadline easier.
- Easy to export and print one distribution list when it's time to hand out books.

69. Q: How can I enter my in-school sales?
A: Log in to Members Only and click on **Enter Sales** in the Sales Central area.

- If you have already uploaded a student list, click the **To Students** button. Select a student from the list by clicking on the student's name. You can select multiple students by clicking on additional student names. You will then click one of these buttons: **Enter Sales to Selected Students** or **Add Student and Enter Sale**.
- If you have not uploaded a student list, click on the **No, not yet** link when asked if you want to upload a student list. Then, click on the **Add Student and Enter Sale** button.

70. Q: Can I add Namestamps and iTags to orders I am entering in Sales Central?
A: Yes, when entering an order for a student, select **Namestamp** or **iTag** as an option ordered. You can add personalization right then, or mark the namestamp as incomplete to finish later. To add, select **Yes, add personalization**. Select **Layout**. The first line defaults to the student name, but this can be changed. To select icons, enter the two-digit number from the order form, or click on **Select** to open images. If you are entering for multiple students, click **Next** and repeat. When finished, select **I'm finished personalizing**.

If you chose to leave some personalization incomplete, you will see a number in the incomplete namestamps and iTags column on Sales Central. Simply click on that number to see and update those items.

Deposits

71. Q: How will money collected from my Online Sales be handled?
A: Online Sales for books and ads will be credited to the school's account minus applicable service fees and taxes.

Payments

72. Q: What payment types do you offer for online purchasers?

A: Payment can be made by credit/debit card or with a PayPal account.

73. Q: Are checks an acceptable form of payment online?

A: No, credit cards and a PayPal account are the only accepted payment option online.

However, if a purchaser has their PayPal account set up to use their checking account, they can use this method to pay via their checking account.