

November 1, 2009

Hello senior parents!

As we're just about a month away from our early-bird deadline for dedication pages in the yearbook, I wanted to check in and answer some questions.

IS AN AD THE SAME AS A DEDICATION PAGE?

Yes. Fondly known as a PDA, or Parent Dedication Ad.

HOW ARE AD SALES GOING?

Really well, and I expect them to get even better as we approach the deadline. I'm truly not trying to hard-sell ads, just make it easy for people who want them to get them.

Every time I send an email I get a thousand dollars' worth of ad reservations within a day. It's hard to restrain myself from sending more frequent emails!

WILL ADS SELL OUT?

Not at the early-bird deadline. Publisher sets the thickness of the book according to how many ads we've sold at that point.

Theoretically we could sell an infinite number of ads, as long as each parent bought their child a vehicle to transport such a huge yearbook.

I SEE AN AD IN LAST YEAR'S BOOK THAT'S INSPIRING ME. HOW WAS THAT AD CREATED?

I've posted a list that answers that question, at ninagilbert.googlepages.com/yearbook.

I've also posted the instructions how to access last year's book online, as long as you remember that the website is www.yearbookavenue.com, our job number is 14673, the year is 2009, and both the Login and Password are webb2009. (Confusion: if you're using Yearbook Avenue to create your ad, I've sent you your own login and password, and the year for the book-in-progress is 2010.)

HOW DO WE GET YEARBOOK AVENUE?

It's web-based, so I send you a link and a password. Nothing to install or download. I've just gotten that set up, so if you've requested Yearbook Avenue access, I'll be sending instructions in the next few days.

CAN'T WE JUST PASTE EVERYTHING ONTO A PIECE OF PAPER?

Yes. I've just gotten our official mounting boards, so if you've requested one of those, I'll send that in the next few days too.

And if you start one method and decide you want to try another and start over, that's fine too.

I DON'T KNOW WHAT I WANT IN MY AD YET, BUT I KNOW I WANT ONE.
SHOULD I RESERVE IT NOW?

If you want a color ad, it's best to reserve it as soon as possible. We've sold eighteen color ads. We buy color in multiples of eight. My guess is that the next six people who want color ads can have them, but I wouldn't count on getting all the way to 32.

If you want a black and white ad and reserve it now, I'll start sending you helpful reminders to keep you on deadline.

MY CHILD IS TALKING ABOUT A "SENIOR PAGE." IS THAT THE SAME
THING?

No. Each senior is entitled to a personal scrapbook page in the yearbook, called a "senior page." You can see last year's on pages 161-248.

REMIND ME, HOW MUCH DO ADS COST, AND HOW DO WE CREATE THEM?
Find that information at ninagilbert.googlepages.com/yearbook – click on either "Parents Day Yearbook Letter" or "Copy of September 6 email."

WILL THERE BE ANY OTHER YEARBOOK-RELATED COSTS OR DEADLINES?
No. The Parent Dedication Ad is the only parent thing. In January I'll ask if you want to buy an extra yearbook, and that choice will have a deadline around January 25. That's easy.

Happy November,

Nina Gilbert
Yearbook Advisor