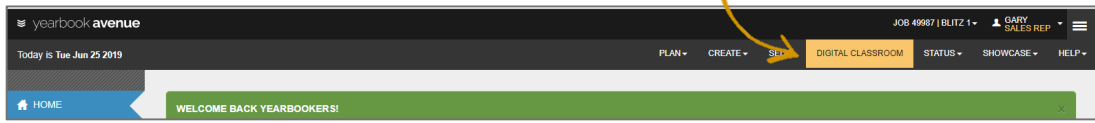


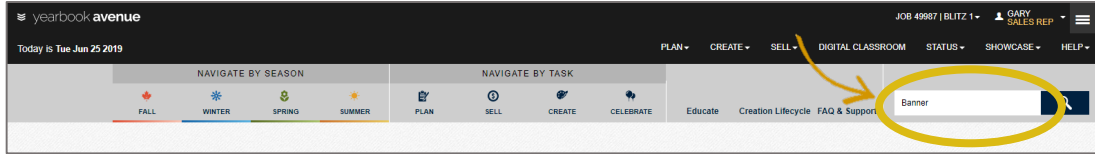
HOW TO GUIDE: 1-CLICK BANNER ADS

FOR ADDING A YEARBOOK ORDERING BANNER ON YOUR SCHOOL'S HOME PAGE

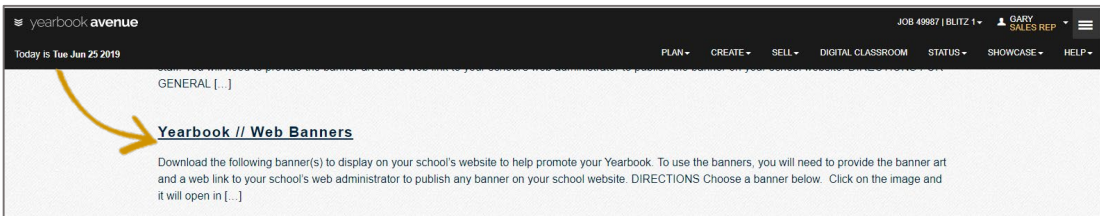
STEP 1 // Log into YearbookAvenue.com and click on the Digital Classroom link.



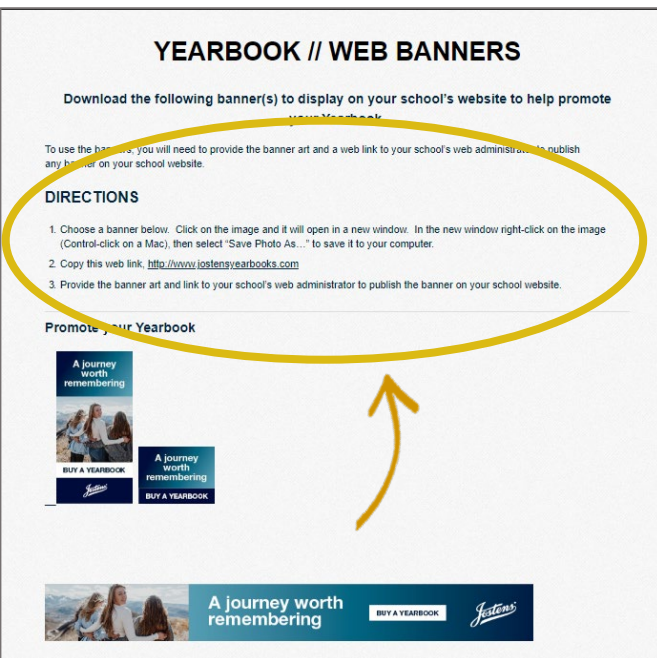
STEP 2 // Search the term "Banner"



STEP 3 // Click on the "Yearbook // Web Banners" link in the search results.



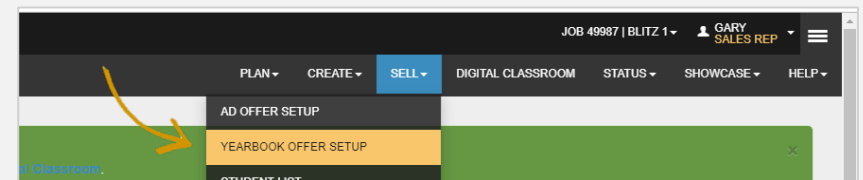
STEP 4 // Follow the directions to save the banner image and ordering link to your computer.



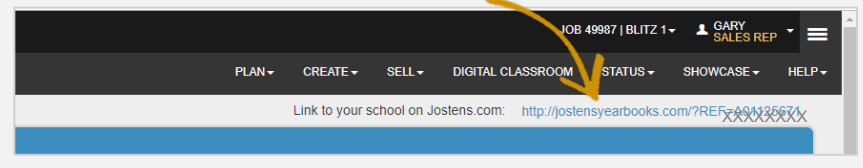
STEP 5 // Copy custom school ordering link.

You can use this generic yearbook ordering link: www.jostensyearbooks.com or copy your school's direct yearbook ordering link by following these directions:

In Yearbook Avenue click on the "SELL" menu and then select "YEARBOOK OFFER SETUP"



Copy the online ordering link found in the upper right hand corner of the screen. This is your school's direct yearbook ordering link.



SEND AN EMAIL TO YOUR SCHOOL'S WEBMASTER

Send an email with the copy/pasted ordering link and the banner image as an attachment to your school's webmaster. Ask them to hyperlink the "Online Yearbook Ordering Link" provided into the banner picture and put it on the school's home page so that all a parent needs to do is click once on the banner "picture" and they will be taken to your school's yearbook ordering page.

NOTE: We've learned parents won't "dig" for a link on a teacher page or "yearbook" page. That's why we recommend prominent placement of the yearbook ordering banner on your school's home page.



Questions?
Call 1-800-328-2435