



# yearbookads<sup>®</sup>

## QUICK START GUIDE



### WELCOME TO JOSTENS YEARBOOK ADS!

Yearbook recognition ads are a time-honored way to recognize your student's achievements. Celebrate their milestones and reflect on the person your student has become. Yearbook ads are also a great way to support your school – all proceeds from yearbook ads directly benefit the yearbook program.

Creating a yearbook recognition ad is easy! Simply go online to [www.jostens.com/yearbookads](http://www.jostens.com/yearbookads), create an account or login, and use the yearbook ads designer to create your perfect ad. Payment is also online, and payment plans are available for orders over \$30. We will go over the online design process later in this guide.

“My son was so surprised to see his ad in the yearbook. And it was easy to do. When I had a question and contacted customer service, they were super helpful.”

— Carol A., Minneapolis, MN

### SOME TIPS TO HELP YOU GET STARTED:

- Your photos will look and fit better if they are the same orientation as the picture box (horizontal vs vertical).
- Use clear, high-resolution photos. If your photo is blurry it will be blurry in your ad.
- Use the cropping tools on the website to crop out unnecessary background to focus on your student.
- Schools may reserve the right to edit ads. Please make sure all submitted materials are appropriate for your school's publication.

**QUESTIONS?** Call customer service at 800.358.0800

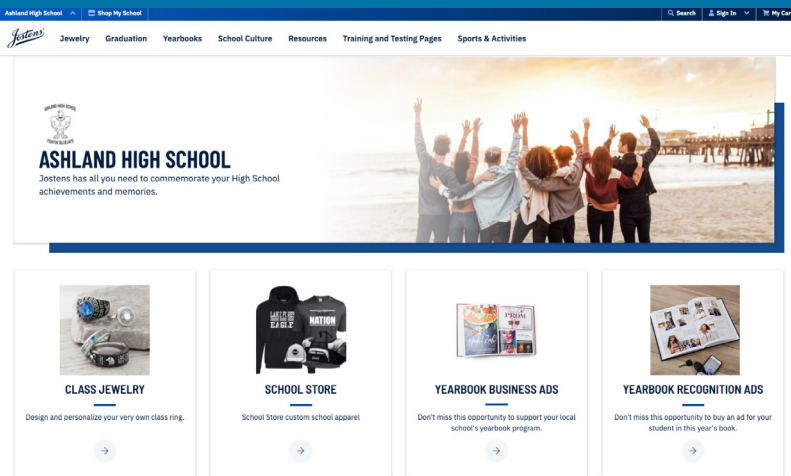




# yearbookads

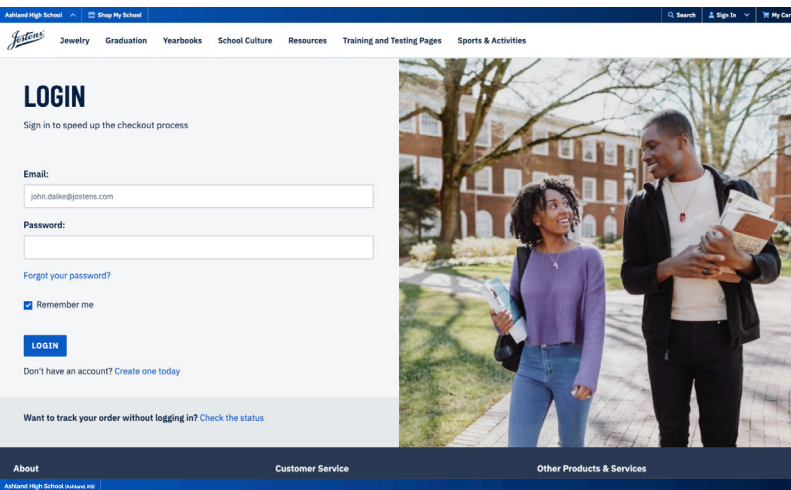
## QUICK START GUIDE

### DESIGNING YOUR AD ONLINE USING THE JOSTENS AD BUILDER



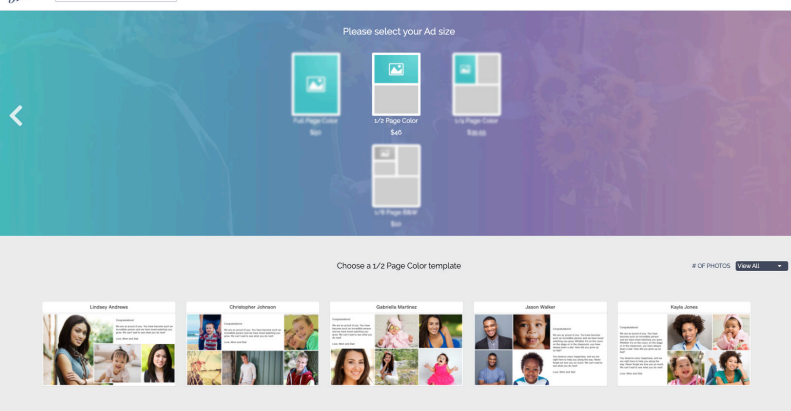
### STEP 1 | GO ONLINE

Go online to [www.jostens.com/yearbookads](http://www.jostens.com/yearbookads) using the latest version of Chrome, Safari or Edge. Select your school and select "Yearbook Recognition Ads" from your school's store.



### STEP 2 | LOG IN

You will be prompted to log in to your account or create a new one. This is an important step since the email address you enter will be tied to your order allowing us to save your yearbook ad. From the login screen, you will be taken into the Jostens ad builder.



### STEP 3 | SELECT YOUR AD

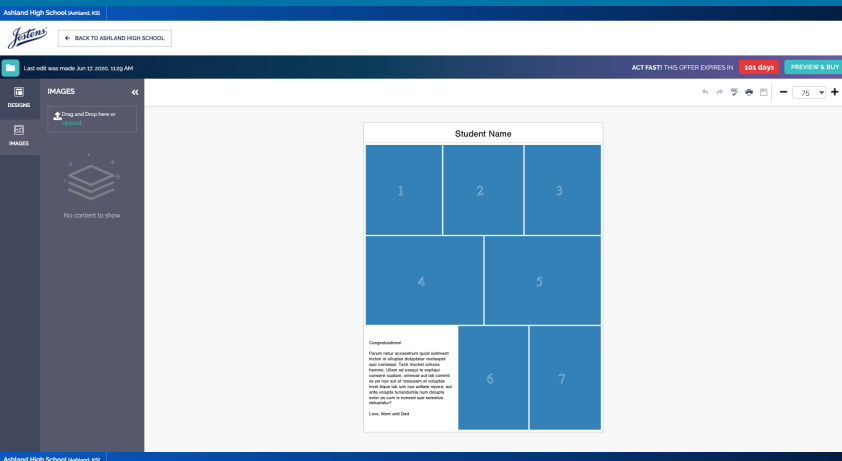
First, enter your student's name. Then, select the size and layout for your ad. If you have a pre-designed ad, select the "Upload your own design" ad layout option in your preferred size.



# yearbookads

## QUICK START GUIDE

### DESIGNING YOUR AD ONLINE USING THE JOSTENS AD BUILDER

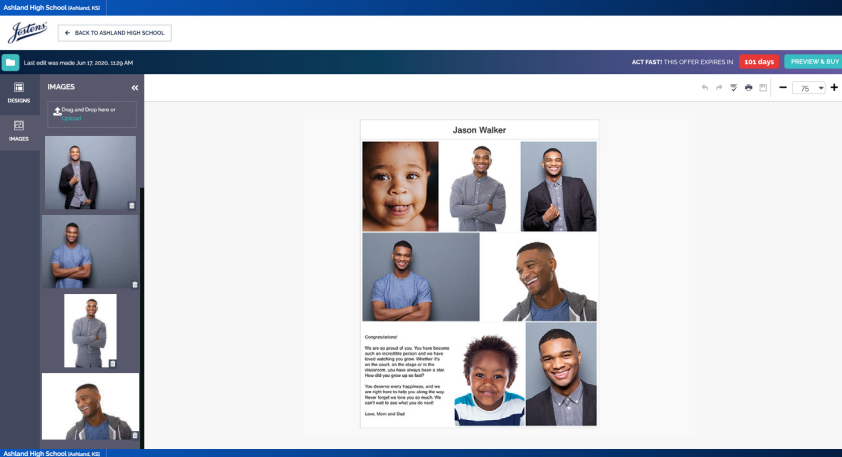


### STEP 4 | UPLOAD IMAGES

Before you can place an image in your ad, you must upload them into the designer. Select "Upload" from the images tab on the left side of the screen to browse photos from your device. Make sure you use only high quality photos.

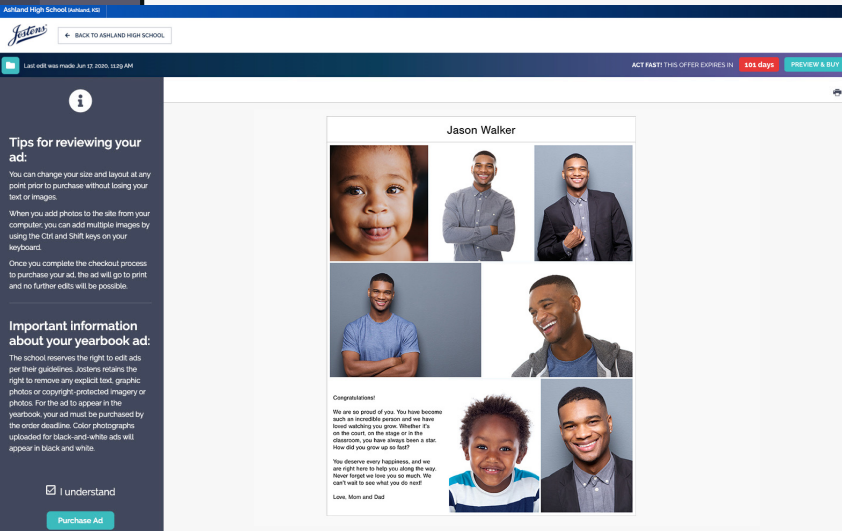
### STEP 5 | EDIT IMAGES

Once your images are uploaded, you can drag and drop them into your layout. The ad builder lets you rotate, reposition and zoom in/out on your photos. Make sure your photo is just right before moving on.



### STEP 6 | INSERT TEXT

Your student's name will be pre-populated with the information provided. Simply add your heartfelt message where the layout designates it should be. You can edit the font, alignment and size of your text. Remember to check your spelling!



### STEP 7 | PREVIEW & BUY

Once you have finished designing your ad, select "Preview & Buy" in the top right of the screen. The designer will save your ad and you can review it one final time. Please take the time to read and acknowledge the disclaimers on the left, which may indicate your school has reserved the right to edit your ad (for example, if all the ads in the book must have the same font or a picture is deemed inappropriate). Once you are certain your ad is perfect, select "Purchase Ad".