

Yearbook Presale

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Presale Price

How to determine your yearbook presale cost

We understand how important each yearbook is for your staff and parents. In particular, for the students a yearbook is a means of cherishing their school experiences, remembering their classmates, and serves as a

taking on the creative responsibility of producing a beautiful yearbook is to sell all of the books your school has ordered while making your book affordable, so all students can purchase a yearbook.

“Good results start with detailed planning coupled with excellent communication!”

physical reminder of the attributes of your school’s core values and ideas for years to come.

We also have come to understand that a very important job of your yearbook team, aside from

Please take this opportunity to read over this quick guide for valuable tips and information regarding the yearbook pre-sale and post-sale process. We hope you find these tips and guidelines useful.

Post-Sale Price

How to determine your yearbook post-sale cost

Educational Resource

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We are beyond excited to be given the opportunity to work with you and your yearbook team.

The yearbook is a valuable educational resource which serves as a meaningful reminder of the experiences shared throughout the school year.

As your preferred yearbook publishing provider, we understand the importance of making the process of designing a yearbook easy, fun and stress free.

We have a specialized yearbook team dedicated to offer our support to our clients.

First, you must decide the price you will charge for the yearbook during your presale month(s) and secondly, if the price will increase during the post-sale month(s).

What you choose to charge for your yearbook is unique and specific to your school's needs and wants.

When determining your book price it is important to take into consideration what the book will cost you with shipping cost, sales tax, and

any additional custom yearbook enhancement costs.

Once you have determine what you will charge for each yearbook and have decided what type of payment options you want to provide please consider the following idea:

"Make sure you're always building the value of the yearbook. Yes, the yearbook costs money and you may hear some say it costs too much, but think about how much you and your friends

spend each month on items that have value for you.

You can't put a price tag on memories and students and their parents will want the yearbook in future years. Your job is to figure out ways to effectively message this to your school community. Keep in mind that by engaging students and sharing with them on a regular basis, you are building value." –K.M.

If you have any questions feel free to contact us directly.

The Importance of a Pre-Sale and Online Ordering

Selling yearbooks before they are printed allows you to order the exact amount of books that you will need. It will minimize unwanted surplus or shortage of books. When you ship back your approved proof book to Excel, you may still change your final total print count based on your presale orders.

Developing and maintaining a simple sales report will help you keep track of all your check and money orders sales. This, combined with the number of online orders (if applicable), will provide you with a concise list of orders so you can let us know how many books you'll need us to deliver.

We have a flexible production and quick shipping turnaround time. Your yearbooks will ship within four weeks from the date your final proof book approval is received. In the event that you sell out of books, it is possible to place a re-order of books at the same original price and will ship your new order within 6 business days.

Personalized books with student name and portrait will require more planning and additional turnaround time as need it. So plan accordingly.