



BUY THE YEARBOOK STORE SETUP

Step by step instructions for setting
up online yearbook and ad sales.

•pictavo

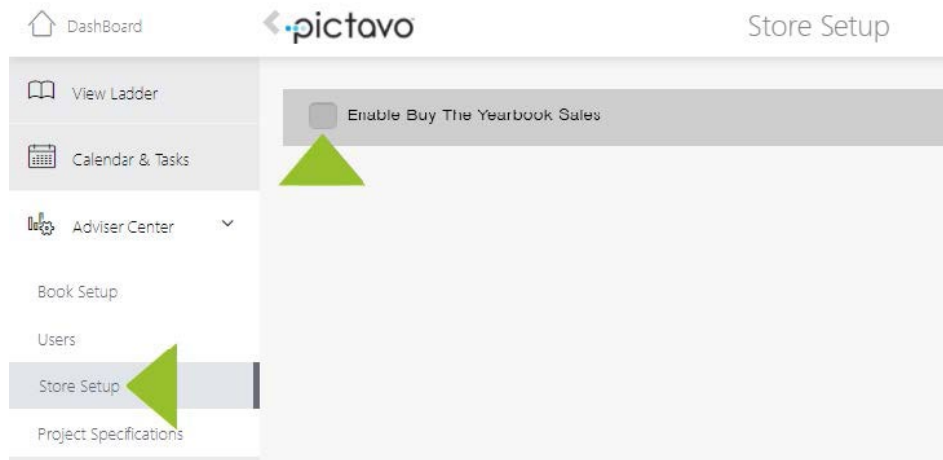
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YEARBOOKS

BUY THE YEARBOOK STORE SETUP INSTRUCTIONS

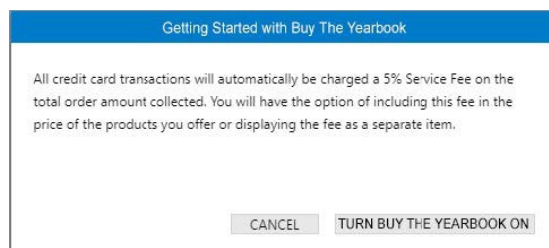
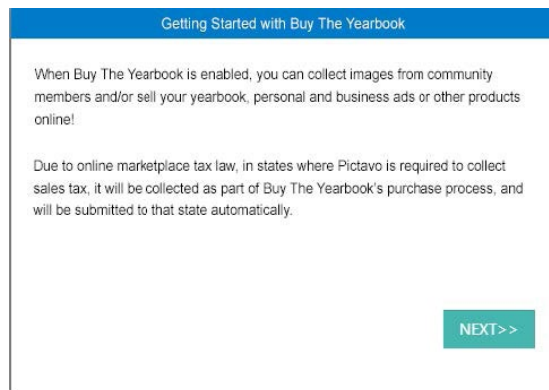
Buy The Yearbook is where parents, students and other community members can go to purchase yearbooks, personal or business ads. Once the store is set up, direct purchasers to buytheyearbook.com to order.

From the Home Page or the Adviser Center, select **Store Setup** and click the check box next to **Enable Buy the Yearbook Sales**.

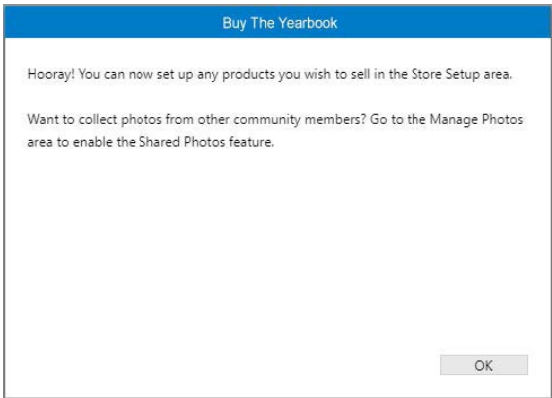
NOTE: If you are a project admin and do not see Store Setup on the Home page or in the Adviser Center, please contact your yearbook provider to ask about enabling Buy the Yearbook.



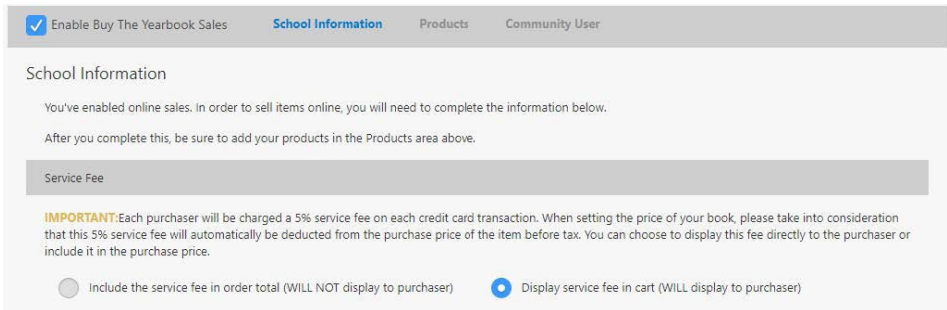
It is important to read through sales tax and service fees displayed in the message boxes for awareness and understanding.



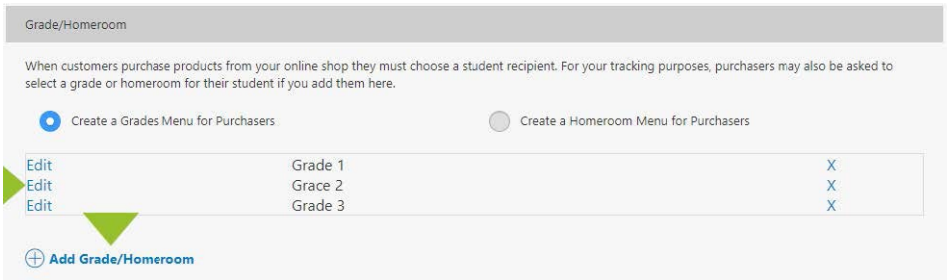
Look for the confirmation message once Buy the Yearbook has been activated.



A 5% service fee is assessed on all credit card transactions. It covers processing fees charged by the credit card companies, as well as some maintenance and support costs. In the **SCHOOL INFORMATION** section, indicate whether or not to display the **Service Fee** in the purchaser’s cart.



Create a menu of grades or homerooms to aid in distributing purchased products. Add a new grade or homeroom by clicking **Add Grade/Homeroom**; there must be at least one listed. **Edit** an existing grade/homeroom if there is a misspelling or change.



In this section, enter the address Buy the Yearbook reimbursement checks should be sent. Money received is reimbursed monthly for all online orders collected the previous month.

Reimbursement Checks

Checks will be sent monthly for all sales from the previous month. Reimbursement of school funds will be sent to the individual indicated in the 'Attention' field below at the address entered. If you are unable to enter information into the fields, it means your checks will be mailed to your yearbook provider. Contact your yearbook provider if you have questions.

School Name

Superior Schools

Attention

Yearbook Admin

Address 1

1750 Northway Avenue

Address 2

CGC

City

North Mankato

State

Minnesota

Zip

56003

Phone Number

800-290-0036

If sales tax laws require Pictavo to collect and remit sales tax, it will be calculated upon checkout based on the purchaser’s location. Tax will not be collected for purchases made by individuals with a billing address in Florida.

Tax Rate

If sales tax laws require Pictavo to collect and remit sales tax, it will be calculated upon checkout and based on the purchaser’s location. Anyone purchasing taxable items in the same location as your school would be charged the tax rate shown here.

7.875%

[Check to make sure your rate is current](#)

Create custom **Discount Codes** (if applicable) to be used by qualified purchasers. Click **Save** before exiting this area.

Discount Codes

☐ Enable Discount Codes

Discount code must be at least 5 characters long.

+

Add a Discount Code

Save

If you forget, a message will appear as a reminder.

Accept School Settings Changes

You have made changes to your school's settings.

Edit

Discard

Save

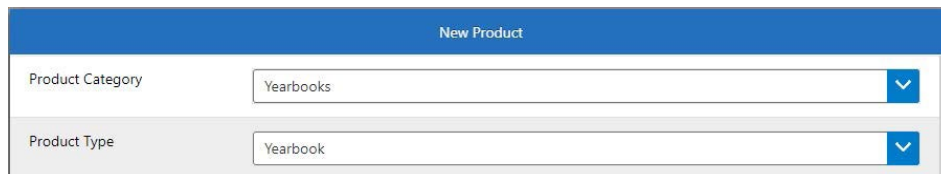
Now navigate to **Products** and click **Add Product**.

NOTE: If your school has previously used Buy the Yearbook, products may already be listed. Click on the **Edit** icon to adjust product details (e.g., deadlines and pricing).



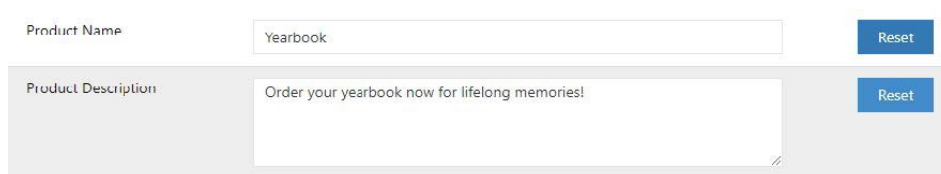
Products	Price	Available Online
Yearbooks		
Personal Ads		
Business Ads		
Student Ads		

Select the appropriate item from the **Product Category** and **Product Type** drop-down menus.



New Product	
Product Category	Yearbooks
Product Type	Yearbook

Product name and description can be edited.

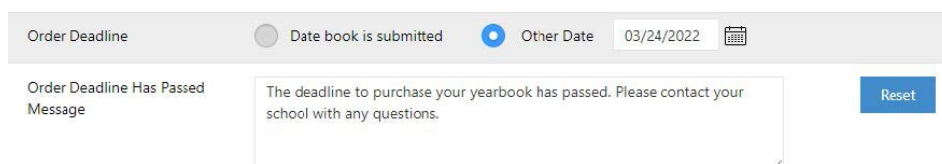


Product Name	Yearbook	Reset
Product Description	Order your yearbook now for lifelong memories!	Reset

Order deadline refers to the date in which the online store will close and purchases can no longer be made. Select the same date as your page deadline (date book is submitted) or enter a different date.

The **Order Deadline Has Passed Message** displays on the website if product was placed into a buyer's cart and he/she comes back to purchase after the order deadline passed. You can customize this message by typing a message in the box.

IMPORTANT: When a specific deadline is chosen, products will be available for purchase until 2 am CST on the date after the deadline expires. For example, a deadline of 3/24/2022 has been chosen. Purchases can continue to be made through 2 am CST 3/25/2021



Order Deadline	
<input type="radio"/> Date book is submitted	<input checked="" type="radio"/> Other Date 03/24/2022
Order Deadline Has Passed Message	The deadline to purchase your yearbook has passed. Please contact your school with any questions. Reset

The **Delivery Message** is also customizable – parents appreciate knowing how and when their yearbook will be delivered. Often, parents assume the purchase will be delivered to their home.

Delivery Message

Please contact your school for details regarding the distribution of your yearbook.

Reset

There are two ways to display pricing: create the price based on the amount customer pays before taxes or create the price based on the amount your school expects to receive per item.

Price based on the amount customer pays before taxes

- Enter the price of the product (before taxes) into the **Price in the Cart**.
- Pictavo automatically calculates the amount your school receives on each book sold.
- In the example below, the parent pays \$25 (plus tax) and the school receives \$23.81 for each product sold.
- The price you communicate to parents is the amount in the **Price in the Cart** box plus sales tax.

Pricing

☒ Create Price based on what the customer pays before taxes.

☐ Create Price based on what the school should receive per item.

School Received

Service Fee

Price in the Cart

Local Sales Tax

\$ 23.81

+

\$ 1.19

=

\$ 25

+

Price based on the amount your school expects to receive per item

- Enter the dollar amount your school expects to receive, to cover your costs, for each book sold into the **School Received**.
- Pictavo automatically calculates the amount each parent will pay, before tax is added.
- In the example below, the school expects to receive \$21 for this product and the parent pays \$22.05 (plus tax).
- The price you communicate to parents is the amount in the **Price in the Cart** box plus sales tax.

Pricing

☐ Create Price based on what the customer pays before taxes.

☒ Create Price based on what the school should receive per item.

School Received

Service Fee

Price in the Cart

Local Sales Tax

\$ 21

+

\$ 1.05

=

\$ 22.05

+

If your school is offering personalized yearbooks, click the **Enable Add Ons** checkbox and select one of the personalization options. If you need a better understanding of the personalization options available, check out the Cover Personalization Guide. Set the price for personalization.

Add Ons

☒ Enable Add Ons

☒ Student's Name Printed On Cover

School Received		Service Fee		Price in the Cart		Local Sales Tax
\$	<input type="text"/>	+	\$0.00	=	\$	<input type="text"/>

☐ Student's Photo On Cover

School Received		Service Fee		Price in the Cart		Local Sales Tax
\$	<input type="text"/>	+	\$0.00	=	\$	<input type="text"/>

☐ Student's Name Printed In Foil On Cover

School Received		Service Fee		Price in the Cart		Local Sales Tax
\$	<input type="text"/>	+	\$0.00	=	\$	<input type="text"/>

☐ Icons in Foil On Cover

School Received		Service Fee		Price in the Cart		Local Sales Tax
\$	<input type="text"/>	+	\$0.00	=	\$	<input type="text"/>

☐ Student's Name Engraved On Name Plate

School Received		Service Fee		Price in the Cart		Local Sales Tax
\$	<input type="text"/>	+	\$0.00	=	\$	<input type="text"/>

If your school is offering supplements for purchase by the school community, check the box to the right. Add a name for the supplement (e.g., Marching Band). Remember, this will be displayed on Buy the Yearbook so make sure purchasers will understand what it is. If needed, add a description in the comment box.

Price can be based on what the amount a customer pays before taxes or based on what your school expects to receive per supplement. Refer to the section above for details.

Supplements

1.

Name:

Project Number:

☐

Comment:

School Received		Service Fee		Price in the Cart		Local Sales Tax
\$	<input type="text"/>	+	\$0.00	=	\$	<input type="text"/>

2.

Name:

Project Number:

☐

Comment:

School Received		Service Fee		Price in the Cart		Local Sales Tax
\$	<input type="text"/>	+	\$0.00	=	\$	<input type="text"/>

Determine the quantity available for purchase:

Entering a **Maximum Quantity** (A) means the product will reach an “Out of Stock” status if all quantity is sold. This is useful when selling ads and there is a limited number of pages or space dedicated to them. Checking the **Don’t limit the availability of this product** (B) box means you can sell any quantity and you’ll print enough books to cover the demand.

Maximum Quantity **A** **B** ☐ Don't limit the availability of this product.

Click **Add Product**...you’re almost finished!

Add Product

To make products available for purchase online; check the **Available Online** box in the far right column. Now you can begin selling.

☒ Enable Buy The Yearbook Sales

School Information

Products

Community User

Products

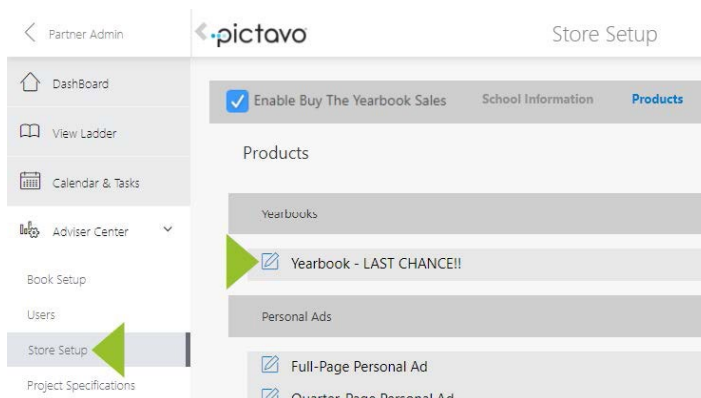
+ Add Product

Yearbooks	Price	Available Online
<input checked="" type="checkbox"/> Yearbook - LAST CHANCE!!	\$80 (\$76.19)	<input type="checkbox"/>
Personal Ads	Price	Available Online
<input checked="" type="checkbox"/> Full-Page Personal Ad	\$0 (\$0)	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Quarter-Page Personal Ad	\$0 (\$0)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Eighth-Page Personal Ad	\$0 (\$0)	<input type="checkbox"/>
Business Ads	Price	Available Online
Student Ads	Price	Available Online

At any time, you can return to **Products** and edit these details by clicking the **Edit** icon to the left of the product. The same window you are now familiar with will open – make any necessary changes and click **Update Product** to save.

Continue selling non-personalized yearbooks after submitting the project for publishing. Yearbooks will be available until the deadline passes or there is no more stock to sell. Before submitting, you must:

1. Navigate to **Store Setup**, in the Adviser Center, and **Edit** the yearbook.



2. Alter your order deadline to a future date. For example, if you submit the pages on 4/7 you can set the order deadline to 4/8 or any date thereafter.

3. If you had checked Enable Add Ons to offer personalization, don't forget to **Uncheck Enable Add Ons** (personalized books cannot be offered after submit.)

4. Don't forget to adjust the quantity available for purchase so you can fulfill orders with the quantity that will be printed

5. Click Update Product to save your changes.



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