

# ADVISERS MARKET

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# Advisers Market **CLASSIC MARKETING** yearbook sales

Our instant and Do-it-yourself Marketing items let you start marketing your yearbook and ads quickly and effectively. Sales posters can be displayed around school, and letters and emails can be quickly personalized for sending. With these items, you don't need to reinvent the wheel.



Bulletin Board Poster



Wall Poster



Options Poster

## book sales poster package

Get the message out loud and clear all over school that the yearbook is now on sale. The package includes: two 24" x 36" wall posters, four 18" X 24" bulletin board posters and two 24" X 36" options posters.

item #148-Y

\$4.00



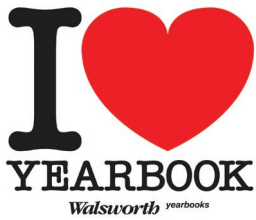
## vinyl banner

Be highly visible to boost your sales with this 3' x 10' vinyl banner. Rope sewn in top and bottom for easy hanging. Colorful and durable, this banner can be used again and again.

item #VB001-Y

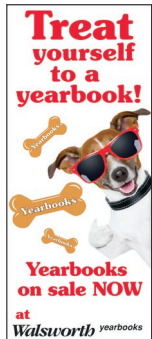
\$25.00 each

# Advisers Market **CLASSIC MARKETING** yearbook sales



Buy your yearbook today!  
**yearbookforever.com**

Walsworth yearbooks



## static clings

Spread the yearbook love and advertise your book sale with these static clings.

item #201-Y (I Love Yearbook)

\$1.00 (5/pkg.)

item #202-Y (yearbookforever.com)

\$1.00 (8/pkg.)

item #207-Y (Treat yourself to a yearbook!)

\$0.40 ea.

item #208-Y (Are you kitten me?)

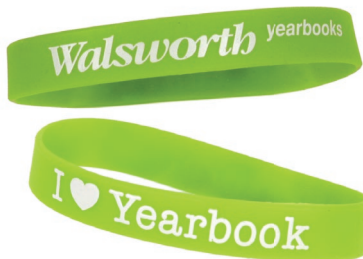
\$0.40 ea.

item #209-Y (YES! I see you're buying a yearbook!)

\$0.40 ea.

item #210-Y (Get it. Get it.)

\$0.40 ea.

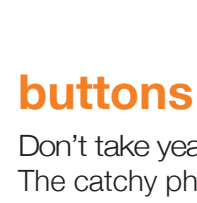
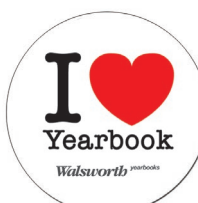
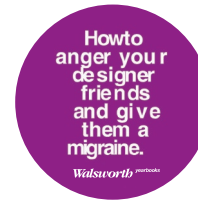


## I Love Yearbook bracelets

Wear your love for yearbook on your wrist with a green silicone bracelet.

item #200-Y

\$0.50 ea.



## buttons

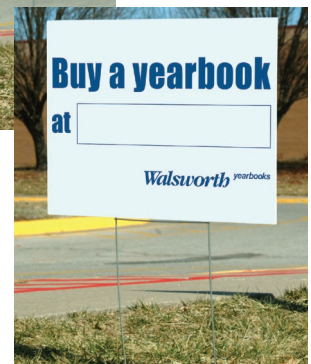
Don't take yearbook so seriously! The catchy phrases on our buttons will help bring a smile to anyone's face. Brighten your staff's day and order for sales promotions.

item #L00286-M (20/pkg., a grab bag)

\$9.00

item #L00287-M (50/pkg., a grab bag)

\$20.00



## yard signs

Promote your yearbook sales where everyone will see. Place these signs in front of the school or the parking lot entrance, for starters.

item #PYSIGN-Y (with URL)

\$10.00 + \$6.00 shipping fee (2 signs/pack)

item #SIGNPY-Y (write-in)

\$10.00 + \$6.00 shipping fee (2 signs/pack)

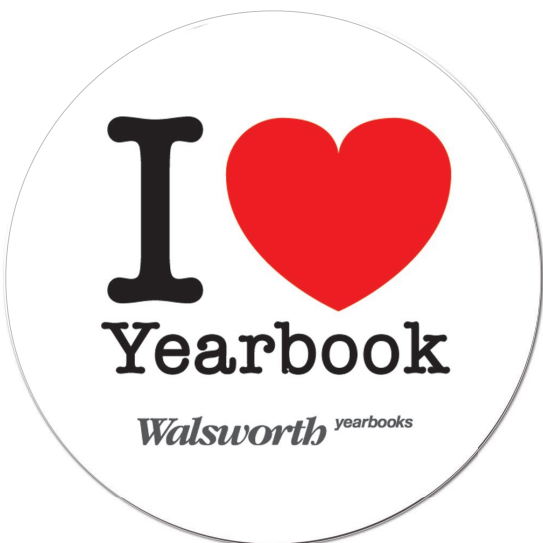
# Advisers Market **CLASSIC MARKETING** yearbook/ad sales



## I ❤️ Yearbook tattoos

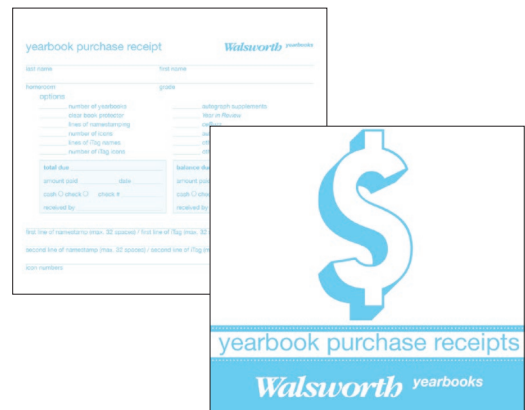
Let your students tell the world how much they love yearbook with a temporary tattoo. This tattoo tops all others because it comes to life when you scan it with Yearbook 3D! 2" x 2"

**item #170-Y (50/pkg.)**  
**\$6.00**



## sticker

Hand out these stickers to students as they buy yearbooks and for other promotions. Scan with Yearbook 3D and watch it come to life! 3" diameter  
**item #L00299-M**  
**\$0.10 ea.**



## purchase receipt book

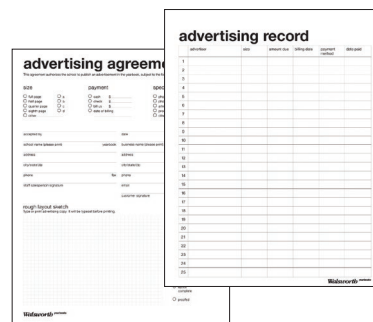
Keep track of all your book sales transactions with these three-ply carbonless receipts.

**item #43 (25/pad)**  
**\$0.75**

## templates (not pictured)

Emails, letters, order forms, All-call scripts, locker stuffers and a student survey – these Do-it-yourself items are ready for you to personalize and use to sell your yearbook.

**Located at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing)**



## ad agreements with ad record form

This contract contains all the needed information in one place. These two-part carbonless forms allow staff members to keep a copy and leave one with the advertiser.

**item #62 (25/pkg.)**  
**\$0.75**



# Advisers Market **YEARBOOK STAFF** support



front

back



front

back

## staff shirt

Promote staff unity during book sales week, and throughout the year, with these sharp 100% cotton T-shirts. What better way to publicize the book?

**item #157-Y (I ♥ Yearbook)**

**#158-Y (Yearbook Under Cover)**

**\$8.00 each**



## staff ID badge and lanyard

Your staff members need identification, whether out interviewing students or on the sidelines taking photos at a game. Equip them with this press pass-style ID badge. Made of medium-gauge plastic, this badge includes a metal clip to attach to a lanyard (sold separately). The lanyard, made of soft cotton, features a flat clip.

**item #193 (Orange reporter ID badge)**

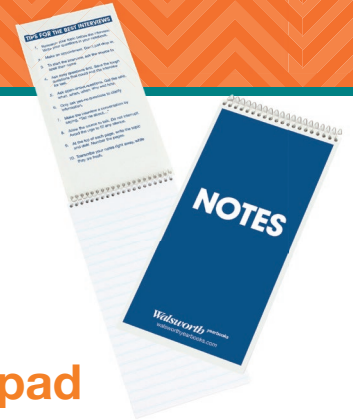
**item #194 (Green photographer ID badge)**

**item #196 (Blue editor ID badge)**

**\$1.00 each**

**item #195 (Black lanyard)**

**\$1.00 each**



## reporter's note pad

Be prepared for all of your interviews with this 4" x 8" line-ruled reporter's notebook. The inside front cover contains Tips for the Best Interviews.

**item #L00239-M**

**\$1.50 each**



## ink joy pen

This sleek pen with an easy gripper comes in a variety of ink colors: purple, orange, lime, turquoise and blue. Ink color matches pen.

**item #L00310-M**

**\$0.60 each**



## pencil

Pre-sharpened and ready to use out of the box.

**item #L00111-M**

**\$0.20 each**



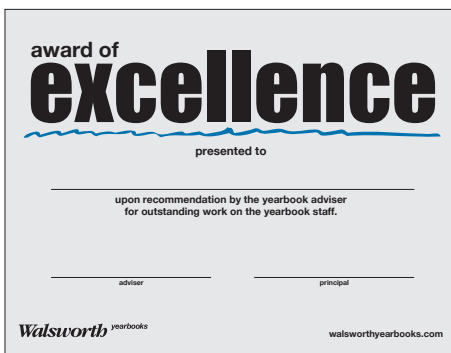
## 4-color Orbitor pen

Great for editing, each pen has four colors – black, blue, red and green.

**item #L00228-M**

**\$1.00 each**

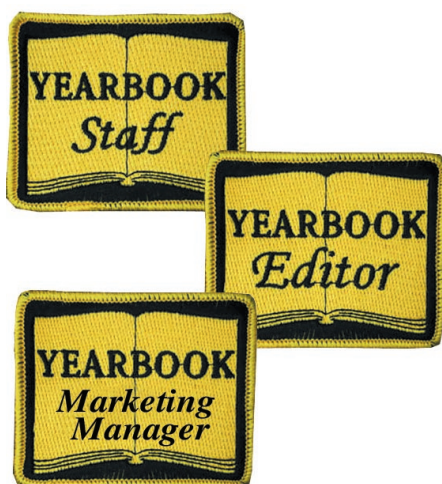
# Advisers Market **YEARBOOK STAFF** recognition



## staff achievement certificate

Reward your staff members for their yearbook contributions with these elegant certificates. Spaces are included for adviser and principal signatures.

**item #M132-M (5/pkg.)**  
**\$3.00**



## staff jacket patch

These fabric sew-on patches can be a special reward for a staff member or editor. Students can add these to letter jackets.

**item #103S-Y (staff patch)**  
**item #103E-Y (editor patch)**  
**item #103M-Y (marketing manager patch)**  
**\$3.50 each**



## staff pins

Honor your staff with Walsworth pins for each position. These make a great team-building item at the beginning of the year or can serve as a reward at year-end banquets.

**item #M103A-M (staff)**  
**item #M103-M (editor)**  
**item #M103B-M (adviser)**  
**item #M103C-M (co-editor)**  
**item #M103D-M (assistant editor)**  
**item #M103E-M (photographer)**  
**item #M103F-M (business manager)**  
**item #M103G-M (marketing manager)**  
**\$2.50 each**

# Advisers Market

**YEARBOOK STAFF**  
gifts



## gift cards

Staffers love pizza, coffee and burgers, which makes these gift cards from Pizza Hut, Starbucks and Sonic a “can’t miss.” All cards are for \$5 increments only.

**item #M169-M (Pizza Hut™)**

**item #M169SB-M (Starbucks®)**

**item #M169S-M (Sonic®)**

**\$5.00 each**



## carabiner key ring

A functional key ring for students and advisers who are always on the go.

**item #L00119-M**

**\$1.50 each**



## goofy face stress ball

Take the smile off the ball’s face and put one on yours by squeezing this stress reliever. Keep plenty on hand.

**item #L00206-M**

**\$2.50 each**

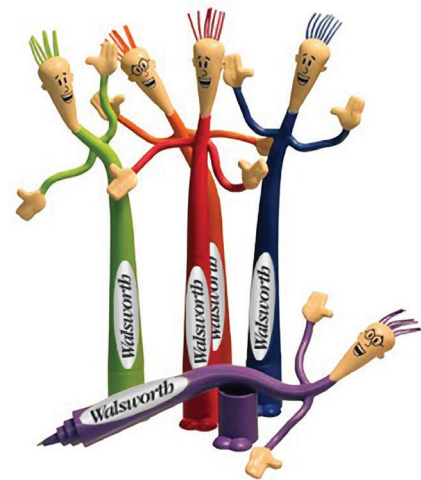


## shoelace earbuds

Listen to your music in style with these colorful earbuds that look and feel just like a shoelace.

**item #L00342-M**

**\$8.00 each**



## bend-a-pens

Put the fun into notetaking with these flexible bend-a-pens.

**item #L00325-M**

**\$2.00 each**



## stress ball

Stressed out? Keep a few of these around.

**item #L00022-M**

**\$1.50 each**



# Advisers Market **YEARBOOK STAFF** gifts



## burst sticky note book

Give your comments a fun look with a sticky-note speech bubble.

item #L00328-M  
\$3.50 each



## gel highlighters

Color code your notes or edits with these gel highlighters.

item #L00327-M (5/pkg.)  
\$3.50



## yearbook beads

Use these festive beads to brighten any day. Scan the I ❤️ Yearbook one with Yearbook 3D and watch it come to life!

item #L00313-M  
\$1.50 each



## coffee mugs

Ceramic mugs can hold a drink and a thought.

item #L00333-M  
\$7.00 each



## acrylic tumbler with lid/straw

Protect the yearbook room from spills with this cup.

item #L00303-M  
\$5.00 each



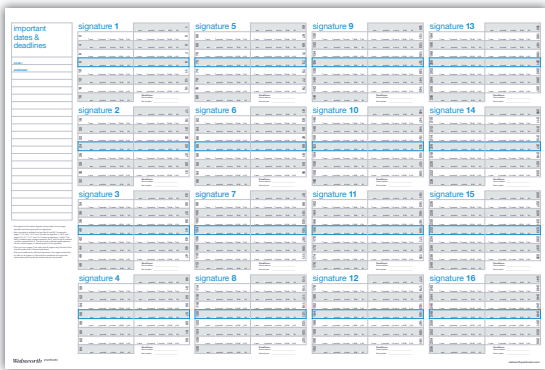
## stadium cup

Be green and save money by drinking from reusable cups.

item #L00306-M  
\$1.25 each



# Advisers Market **EXTRA KIT ITEMS**



## two-sided wall ladder

Hang this large ladder diagram on the classroom wall for the entire staff to use. This ladder, laminated on one side for dry erase markers, is a valuable tool to keep track of every page in your book.

**item #38 - up to 128 pgs.**

**item #39 - up to 256 pgs.**

**item #40 - pgs. 257 to 576**

**\$1.00 each**



## student planner

Have staff members keep whatever they need to know for yearbook – and other classes – in this handy planner. With places to write contact information, assignments and deadlines, this planner will be indispensable.

**item #SP100**

**\$2.00 each**



## gel ink pens

These metallic ink pens allow students to sign legibly on dark endsheets or on color pages throughout the yearbook. Available in gold and silver.

**item #M100-M (Gold)**

**item #M101-M (Silver)**

**\$1.00 each**



## autograph gel pens

Each imprinted with different fun messages, the pens come in a four-pack of four vibrant colors: metallic silver, neon purple, neon orange and neon green. Sell them with the yearbook or at signing parties.

**item #GELPEN**

**\$7.00 (4/pack)**



## kudos notepads

Keep yearbook staff morale high and let students know they're in the yearbook with these fun notepads.

**item #203-Y (Trophy)**

**\$4.00 ea. (25 sheets per pad)**

**item #204-Y (Speech Bubble)**

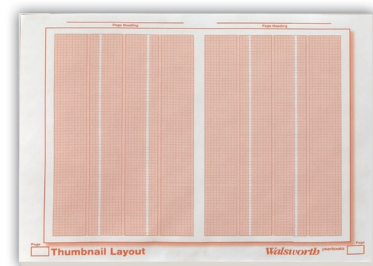
**\$4.00 ea. (25 sheets per pad)**

**item #205-Y (High Five)**

**\$1.00 ea. (50 sheets per pad)**

**item #206-Y (You're in the Yearbook)**

**\$1.00 ea. (50 sheets per pad)**



## thumbnail layout pad

Use these layout sheets to teach students about spread design. 8.5" x 11"

**item #24**

**\$0.75 each**



**Walsworth** *yearbooks*  
customer service 800.972.4968  
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