



The slogan for our DVD Yearbook Supplement is “Life Is Always in Motion.” Do something unexpected rather than settling for the usual strategies, and your sales will get a boost as a result. Here are some ideas to get you started.

Promoting the DVD

- Set up a booth during lunch to show the commercial and generate interest in the DVD product.
- Play the DVD commercial, if your school uses a closed-circuit TV system for announcements. Also, if your school hosts a news program, ask the producer to feature the DVD.
- Ask the school newspaper or newsletter to include an article on the DVD offering in the next issue.
- Promote the DVD with a banner ad on your school’s website.
- Send out emails or text messages to students to tell them about the DVD.
- Create posters that promote the DVD.



Play the DVD commercial at registration.

Sales Tips

- Consider bundling the DVD with your yearbook for an attractive package.
- Sales of the DVD can be tracked along with other yearbook items through Yearbook Avenue®. The DVD can also be included in distribution reports accessed through Yearbook Avenue.
- Your final DVD quantity must be submitted with your final yearbook and options copy counts. This quantity must be confirmed on your final submission form that you send in with your DVD content.

