Setting up the Storefront

The Storefront is where students and parents will be able to purchase their yearbooks online. After you have completed the Storefront setup, you will have a custom URL to promote to potential customers.
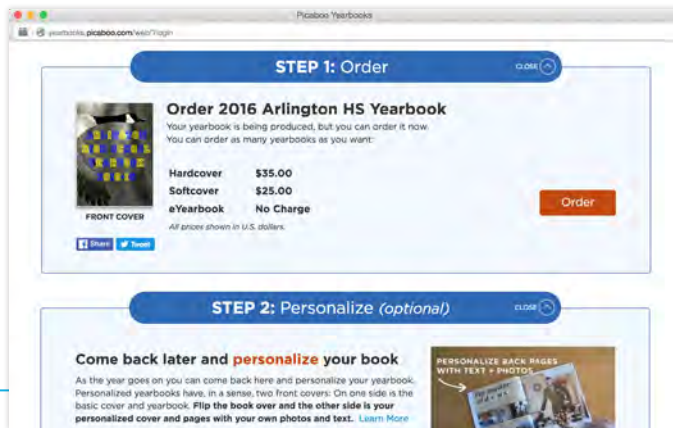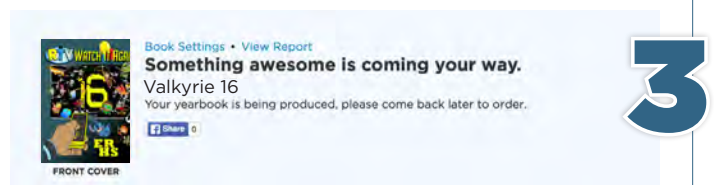
1 Log into your yearbook project and click the **Sections** tab. To the right of the screen you will notice the **Message Center**. If you are logged in as the adviser, this area will display your price and profit information as well as important updates from time to time. Click **Set Up Storefront Now** to proceed.

2 Choose a name for your Storefront and select which project(s) you wish to make available for sale. Then, click the blue **Create Store** button. **NOTE:** Each URL must be different from any others that have already been created, so have a back-up choice.

The optional Storefront password adds an additional layer of security for schools that want to ensure that only persons invited by the school can purchase a book. If you do activate password protection, please include this information on your Yearbook Sale Flyer. **Our Parent Support Team will not be allowed to provide password information to callers, so it is important that you make parents and students aware of the password.**

3 Next, you'll see a preview of your store along with the name of the Storefront, the name of the book(s) available for purchase and an upload link for students and parents to contribute photos to. A "coming soon" message will be displayed until you complete the next step.

4 Click **Book Settings** then **Pricing & Sale Options** to make the book available for **Pre-order** (while you continue to work) or to **Immediate Order** (if your book is complete and all your sections are locked).

Use the **Cost Calculator** to determine your sale price and set accordingly. You can opt to mark up the price and receive a profit check at the end of the year, or you can set the price for less than cost if you plan to supplement the cost with another revenue source such as advertising.

5 Also while in the **Book Settings**, you may need to adjust several options. The eYearbook tab will allow you to offer eYearbooks for free or set a price. The Financial tab is where you will complete important information such as where your profit checks will be sent or your tax exempt status. The Personalization, Lamination & Distribution tab is where you will turn on **bulk shipping** and **personalization**, as well as select your desired cover lamination (**matte** or **gloss**). Be sure to click the orange **Save** button after making any changes to any of these settings.

IMPORTANT: If you live in a state where schools are not automatically tax exempt, you must click the **Declare Tax Exempt Status Here** link in the **Financial** tab and complete the required paperwork. Failing to do so will result in required sales tax payment upon your yearbook order.