



YEARBOOK PUBLISHING TIMELINE

A timeline to help you plan your
yearbook publishing schedule.

MAY/JUNE

You will provide your yearbook specifications including:

- Quantity of books
- Page count
- Cover type
- Binding type
- Any special features

Once this information is received a yearbook agreement will be issued. Upon receipt of the signed agreement your job will be submitted and your Pictavo yearbook will be set-up. An activation email will be sent from hello@pictavo.

JULY/AUGUST

- Activate your Pictavo yearbook (if you have not already done so)
- Set up Pictavo usernames and passwords for yearbook staff
- Establish prices and deadlines for parent orders
- Setup online sales and photo sharing
- Edit the provided Sales flyers with your sales details
- ADVERTISE to promote yearbook sales
- Distribute sales materials via email, social media and school website
- Create an outline of your books content and complete page descriptions in the ladder within Pictavo
- Create candid image folders for all events, sports, academics, people, clubs and other areas you may want to include in your book
- Develop a theme and choose/create your design style
- Create/choose a cover design

Now is the time to start designing Custom Covers. For assistance with your cover design please contact DSP Yearbooks at yearbooks@dsp-photo.com.

SEPTEMBER

- Create page templates/snippets based on your theme
- Populate your pages with the templates/snippets
- Upload candid/event/sport images from back to school and early fall

OCTOBER/NOVEMBER

- DSP Yearbooks will import faculty and student portraits to your book*
- Flow your portrait pages (templates should already be in place at this point, upon request DSP Yearbooks will flow portraits into your layout)*
- Check the “Not Assigned” folder in Pictavo to be sure all students have been included in the yearbook
- Print or e-mail a proof pages for proofing and to identify missing students
- Make corrections as indicated on proofs
- Upload Fall candid, group, and team photos into their respective folders
- Complete Fall events/sports pages
- **CUSTOM COVERS - DEADLINE NOVEMBER 1ST-DECEMBER 15TH.**
Find your deadline in Pictavo: Adviser Center/Job Specs. Best practice is to have your cover done well before your deadline.

DECEMBER/JANUARY/FEBRUARY

- Finalize all portrait pages
- Proof portrait pages, proof and proof again!
- Upload Winter candid, group, and team photos into their respective folders
- Complete winter events/sports pages
- Appoint someone to help with proofing of all completed pages

FEBRUARY/MARCH/APRIL

- Upload Spring candid, group, and team photos into their respective folders
- Complete spring events/sports pages
- Make final corrections
- Review and approve all pages in Pictavo
- Submit yearbook for print

MAY

- Finished yearbooks are delivered to your school
- Receive a final invoice
- Distribute books to students

*Timing of portrait uploads and flows is determined by your photography schedule. Portraits are typically available 3-4 week after your retake date.



4080 W. New Haven Ave., Melbourne, FL 32904 • 321-952-9876
yearbooks@dsp-photo.com • www.dsp-photo.com