

ADVISER TIMELINE CHECKLIST

October 2025

General

- ☐ Make sure the items from your [September checklist](#) are complete.
 - ☐ [National Yearbook Week](#) is Oct. 6-10. Celebrate with your staff and take the personality quiz for a chance to win \$200!
 - ☐ Use the [Social Media Calendar](#) for inspiration. New theme days and posts will help market your yearbook.
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Sales

- ☐ Create extra sales incentives during [National Yearbook Week](#) from Oct. 6-10. It's the perfect time to promote the yearbook and give your sales a boost while generating some buzz around the school.
 - ☐ Think about special promotions you can offer for Halloween this month and Cyber Monday next month.
 - ☐ Sign up for the PEP Ads email going out the week of Oct. 20.
 - ☐ Set up a sales table during homecoming events, especially ones where your photographers are visible and parents are likely to attend. Download our eBook, [Using Sales Tables](#) for tips.
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Training & Organization

- ☐ Watch the latest training video on [Owning Your Ladder](#).
 - ☐ **Listen to the newest episode of [That Yearbook Podcast](#) on Owning Your Ladder.**
 - ☐ Read the latest issue of [Idea File](#) magazine online now.
 - ☐ Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum.
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Creation

- ☐ With your first deadline approaching, download this handy [Yearbook Spread Checklist](#) for editors and staffers to review before they submit.
 - ☐ Prioritize which spreads can be completed for your first deadline. Ads, opening dividers, summer spreads, student profiles and portrait pages are great options.
 - ☐ Submit your cover and endsheets.
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Photography

- ☐ Confirm your retake date and when you'll receive your portraits back from your photography company.
- ☐ Continue to promote [Yearbook Snap](#) to crowdsource photos from your school and community.
- ☐ Review the [Using Your Smartphone to Capture Great Photos](#) eBook and find inspiration from our [Photo Contest Gallery](#).