



## Features and Services

### **Edlio LLC**

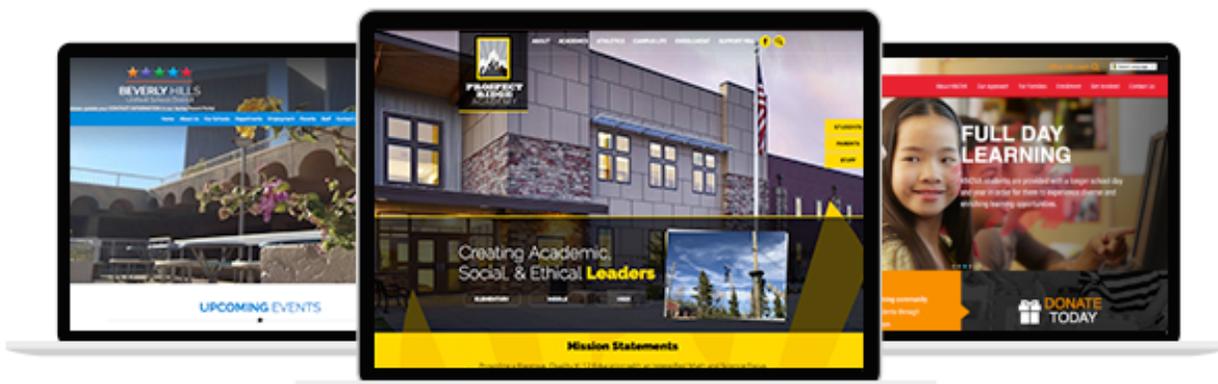
12910 Culver Blvd, Suite I  
Los Angeles, CA 90066  
Main: (877) 623-7200  
Fax: (888) 682-4062 b  
[www.edlio.com](http://www.edlio.com)

## Hi, we're Edlio

For more than 17 years, Edlio has been connecting K-12 educators with their communities, offering the most comprehensive and easy-to-use communication package for schools. We are a leader in the industry because we deliver innovative technology supported by our outstanding service and support team.

Schools and districts across North America count on us to deliver websites that are fast, secure and accessible. Edlio's content management system (CMS) powers over 7,600 websites for schools and districts across North America. What sets us apart from the rest is our platform's ease of use, teacher-focused features and beautiful designs. Teachers can easily customize their own pages to include bios, photo albums and video galleries, and our tools integrated with popular tools such as Google Calendar, Google Classroom, Twitter and Facebook. Edlio's parent interaction app, Sangha, connects schools to home with personalized communication for parents, including actionable calendars, online forms and e-signatures, 2-way messaging and built-in reminders.

With offices in Los Angeles, Austin, Chicago, Mountain View, Mexico City, and Vancouver, we are dedicated to customer satisfaction. We are proud of our 98% customer satisfaction and renewal rate, and our 99.9% uptime rate for our sites.



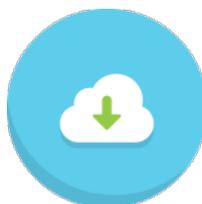
## Content Management System

At the heart of every Edlio website is our feature-rich content management system (CMS). Updates are simple - just log in from any computer or mobile device with an Internet connection. Not tech savvy? No problem. Our CMS makes editing your website as easy as writing an email. And every site is packed with features built just for educators, including:



### Subscriptions

Parents and students sign up for daily email summaries with upcoming homework and teacher posts.



### Integrations

The tools you love are connected to your Edlio website, including Google, Office 365, Drive, Dropbox, and Twitter.



### Teacher Pages

Each teacher gets their own space to post bios, office hours, photo albums, video galleries, and more.



### Classes and Homework

Each class gets a page, complete with homework assignments. Families will feel like they're right in the classroom.



### Voice, Text and Email

Send out urgent messages and reminders to families quickly and easily, right from your admin site.



### News Alerts

From celebrations to important announcements, set your news items to pop up for your website visitors!



### SSO (Single sign-on)

Log into your Edlio admin site using your Google, Microsoft Office 365, and Canvas credentials. Secure and convenient.



### Stores and Donations

Collect application fees and donations or sell prom tickets and yearbooks (or all of the above!) with our online store module.



### Forms

Add permission slips and registration forms to your site, then sit back and relax as everything is collected in the admin site.



### Social Media Manager

Link your social media to your Edlio site and post updates to Twitter and Facebook immediately or schedule posts for later.

## Design

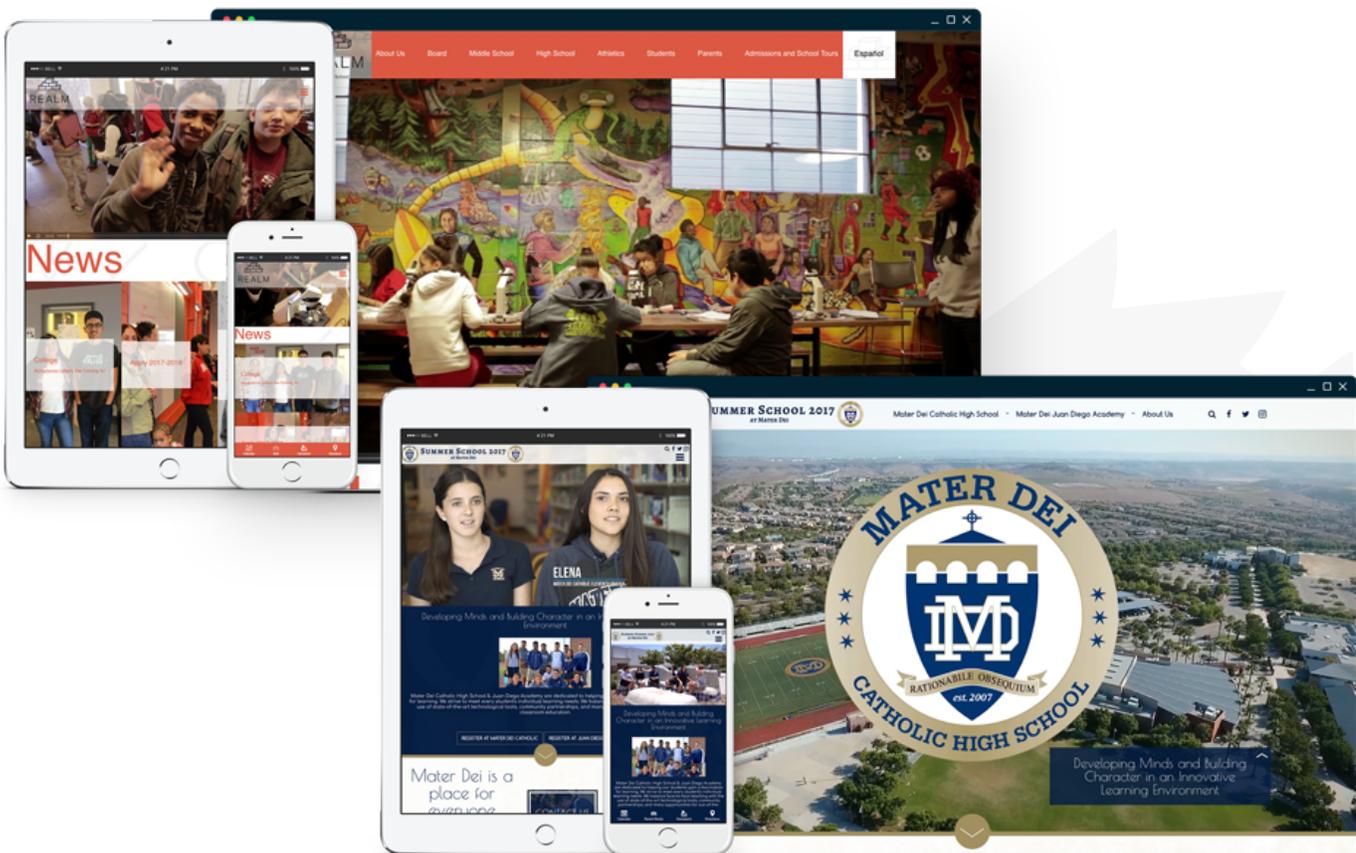
Every Edlio website is responsive to ensure you always get the best viewing experience, no matter what device you're on. We currently offer two options for website designs. Each are hand-crafted by our team of designers and follow best website practices and current design trends.

### Custom Design Solution

We get to know your organization and create a customized website design based on your brand, your traditions, and your spirit. Work with your project manager to refine the design concept (up to three revisions).

### Spike's Gallery Solution

This cost (and time!) saving option is our most popular solution. Choose from a selection of pre-made designs that we then modify with your name, logo, colors, navigation and quick links. Each design is only used once, so your final design is uniquely yours.

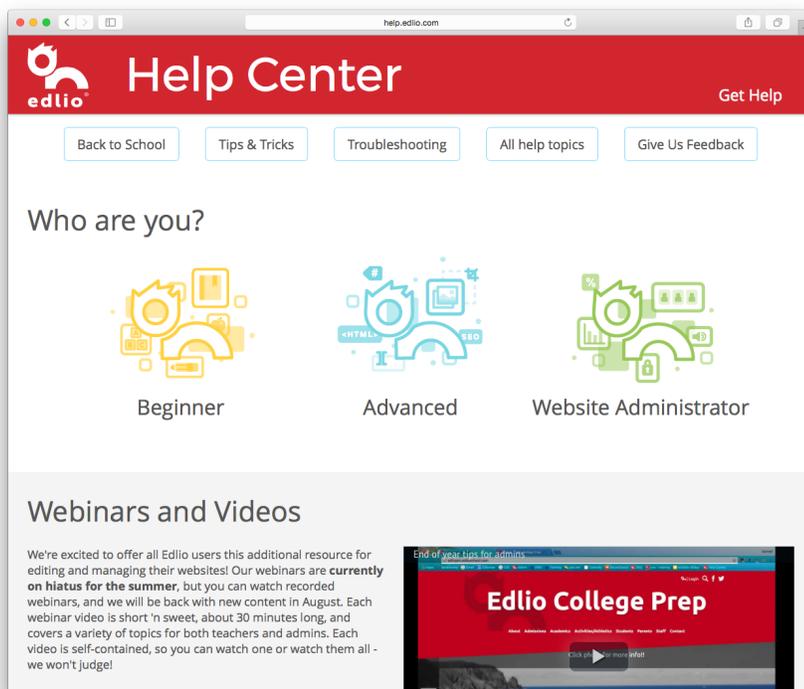


## Training and Support

We stick around to make sure managing your website is easy, even after your launch date.

### Unlimited Technical Support

- Consultative support available to all users, not just a handful of administrators
- Staffed by Edlio's friendly customer care team
- Phone: Toll-free number (Mon-Fri, 8:00am-9:30pm CT) and 24-hour access line for emergencies
- Online: Online ticketing system via client's admin website
- Help Center: Website with online tutorials, best practice guides, and tips for managing your site
- Webinars: Refresher courses and feature deep dives for all users
- NOTE: Online and phone Technical Support will not be available until the site(s) are launched



### Domain Registration and Renewal

We happily take the headache of domain registry and renewal off your shoulders.

### Training

A website you can't update is about as useful as a car you can't drive. We provide training to promote the success and daily usage of the site. Initial Edlio CMS training for administrators, teachers and staff (2-2.5 hour web conference training) is included, and all users can refresh their knowledge at any time with our video webinars.



## Secure, Cloud-based Hosting

Compliance	Physical Security
<ul style="list-style-type: none"><li>• LDAP Ready / Active Directory Ready</li><li>• HIPAA/HITECH</li><li>• Dod SRG</li><li>• VPAT / Section 508</li><li>• System Organization Controls (SOC)</li><li>• Standards for Attestation Engagements (SSAE)</li><li>• International Organization for Standardization (ISO)</li><li>• Payment Card Industry Data Security Standard (PCI DSS)</li><li>• Federal Risk and Authorization Management Program (FedRAMP)</li></ul>	<ul style="list-style-type: none"><li>• Utilizing video surveillance, intrusion detection systems, and other electronic means</li><li>• Staff must pass two-factor authentication a minimum of two times to access data center floors.</li><li>• All decommissioned magnetic storage devices are degaussed and physically destroyed in accordance with industry-standard practices.</li><li>• Amazon CloudWatch</li><li>• 24 x 7 x 365 onsite personnel</li><li>• Data centers are conditioned to maintain atmospheric conditions at optimal levels. Automatic fire detection and suppression equipment. Uninterruptible Power Supply (UPS) units provide back-up power.</li></ul>
Redundant and Reliable Infrastructure	Cloud Security
<ul style="list-style-type: none"><li>• All load balancers, routers, static servers, web application servers, and database servers are redundant.</li><li>• Depending on how graphic heavy the site is, each page is built by our servers within 20 and 250 ms's.</li><li>• Provides scale out security to meet elasticity demands for new services, ensuring the business is compliant.</li><li>• The AWS Cloud operates 44 Availability Zones within 16 geographic Regions around the world.</li></ul>	<p>Edlio leverages the best cloud platforms in the business - AWS and Fastly. Cloud security features include:</p> <ul style="list-style-type: none"><li>• Web application firewall</li><li>• DDoS mitigation</li><li>• Bot detection &amp; mitigation</li><li>• TLS encryption</li><li>• Identity and access control</li></ul>
Backup	High-Performance Software/Hardware
<ul style="list-style-type: none"><li>• Edlio currently backs up its database cluster every half an hour and stores data offsite on Amazon's S3 bucket storage service.</li><li>• API endpoints provide SSL encryption for data both at rest and in transit.</li></ul>	<ul style="list-style-type: none"><li>• Dedicated, hardware-based cryptographic key storage using AWS CloudHSM, allowing you to satisfy compliance requirements.</li><li>• Amazon S3 and Amazon Glacier cloud storage that are designed for 99.999999999% of durability.</li></ul>

## Infrastructure

Edlio powers more than 7,600 school websites nationwide on its proprietary Content Management System platform. As with any type of platform development, it is critical that software is developed in a way that is agile, released continuously and is also designed to be rolled back in case of errors.

At Edlio we use “Git” for source code management. Edlio hosts its private repositories on GitHub ([www.github.com](http://www.github.com)) and all source code is managed centrally. The flow of software development starts with Product Management. Edlio's CTO oversees all product managers and UX designers and their mission is to conduct product research, hypothesis testing, high fidelity prototyping, and user testing. Once a MVP (Minimum Viable Product) is defined, the product is handed off to the software development team.

Edlio's software development and product teams use Jira for product management and the agile methodologies. User stories are tasked to software developers and they are then sub-tasks for completion within a two week sprint. Software developers have their own dev-environments (utilizing Vagrant) and once the code is branched, they complete their work and pass it on to Quality Assurance (QA). Upon successful completion of QA, the code is released platform-wide. The release is accomplished seamlessly behind load balancing software, without impact or interruption to the system or user experience.

At Edlio we believe in “continuous release”. We believe that we should be able to release code for enhanced features and do bug fixes in a continuous fashion without suffering any outage. On average, we release new code multiple times per day. Automated tests find regression and bugs before they get to production. The tools we employ such as Github, Jenkins, Vagrant, help us easily revert to the last stable code without any negative implications, platform wide.

## Backup and Disaster Recovery

Edlio uses AWS (Amazon) Servers. The service is supported and monitored 24/7/365 so the time zone of hosting is not critical to ensuring continuity of service. All load balancers, routers, static servers, application servers, and database servers are redundant.

Edlio currently backs up its database cluster every day and stores data on Amazon's S3 bucket storage service. Edlio uses Amazon's Glacier long-term archiving solution to retain data for an extended period of time. Most maintenance operations at Edlio are done on an ongoing basis without any down time. Edlio's development team is specialized in distributed systems architecture allowing our systems to be updated on an ongoing basis through “rolling deployments” with no down time. Edlio releases software updates and bug fixes on a daily basis.

## Server Redundancy

Server side architecture: Edlio's server side architecture is designed to ensure that structured data driven dynamic pages are built very quickly. Each Edlio site in their source code reveals how many milliseconds it takes to build the particular page. To see that, one would right click and choose "view source". Depending on how graphic heavy the site is, each page is built by our servers within 20-250 ms's. This metric does not mean that the site is delivered in this time period to the requester's browser because most of the traffic served from Edlio servers are already cached at the edge servers.

Caching at the Edge: A very important parameter in perceived speed of page load times is what happens to a request from a computer located in a particular geography. When one goes to [www.hamiltonhigh.org](http://www.hamiltonhigh.org) from any place in the United States, the request is immediately routed to the geographically closest "edge server location". For example, if a request is made in Fort Worth, Texas, the system should go to the closest edge server located in Dallas and serve the page from there. By serving content from the closest edge location, the latency is minimized. If one assumes that there is about 70 ms's of latency between east and west coasts of the US, serving from a close edge location is a massive performance increase.

Caching: Regardless where one caches, Edlio's CMS is a very heavy read operation. Over 100,000 teachers and administrators put content into these sites daily, but more than 2,000,000 people consume the content every day. The information that most people consume changes relatively slowly in comparison to the number of people reading it which makes it ideal to "cache" content until something changes. Currently using Fastly, a leading CDN, we can control how we cache content at the edge servers. Currently Edlio caches about 90% of its content at edge servers which minimizes the number of requests to our servers in our data centers translating in lightning fast speeds at the local browser of school and district website visitors.

## Implementation Process

You will work with a dedicated Project Manager to get your site launched.

### Content Collection

All logos, photos, colors, etc., are collected. If you chose a custom design solution we also ask for examples of site designs you like. We also send out a quick questionnaire to get the ball rolling on your project.

### Kickoff Call

Your PM will go over all of the details of the project, including timeline, project scope and expectations. If you opt for a custom design, we'll discuss what look and feel you want for your site and what should be featured on the homepage, header, navigation, etc. A design plan is drawn up and handed over to the design team.

### Content Migration

While your design is coming together, the team will start copying your current website's static content (based on the sitemap you provide) to the Edlio CMS. This process does not include date driven content like news, calendars, blogs or teacher/homework pages.

### Design Review and Approval

Once your design is ready, we review it internally to ensure it meets all of your requirements and follows best practices for a friendly user experience. If you opt for a custom design, up to three rounds of revisions are included, with additional revisions available for an additional hourly rate.

### Website Programming

Your final design is handed over to the production team to code up your website.

### Quality Analysis

We run your new website through several rounds of quality control checks.

### Training

Get to know the Edlio CMS with an online train-the-trainer session.

### Launch

### Ongoing Support

Beyond the launch, our Client Services team is available by phone and online ticketing system to answer any questions you and your staff may have.

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# Feature Close-ups

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# Alt Text Setting

Alternative text for images is a simple way to ensure that your site remains accessible for people with disabilities. It's especially useful for those who cannot view images and those who use screen readers. Luckily, Edlio makes it easy to add alt text.

- Built-in alt text setting - no HTML knowledge required
- Option to require alt text to be entered for all media uploaded to your site
- Smarter alt text for features such as Staff Directory

## Settings

Publications Security APIs **Accessibility** [more »](#)

**Make alt text required for all images and videos**

Alt text is key to making your web content more accessible and ADA-friendly. By checking this box, you will make alt text required for ALL images and videos on your site.

Before you enable this setting, please review the following:

- Any images and videos that are missing alt text will display a warning in the Edlio Admin site.
- ALL images and videos without alt text, including photos in your homepage shuffle, will be hidden from the public website. This includes media you previously added to pages, posts, news, etc.
- The system will prevent pages, posts, news, events and spotlight messages from saving until all images and videos on them have alt text.

To give your staff enough time to add alt text to important media, we recommend giving them 1-2 weeks advance notice before enabling this setting.

[Here is a template of the email you may wish to send to them.](#)

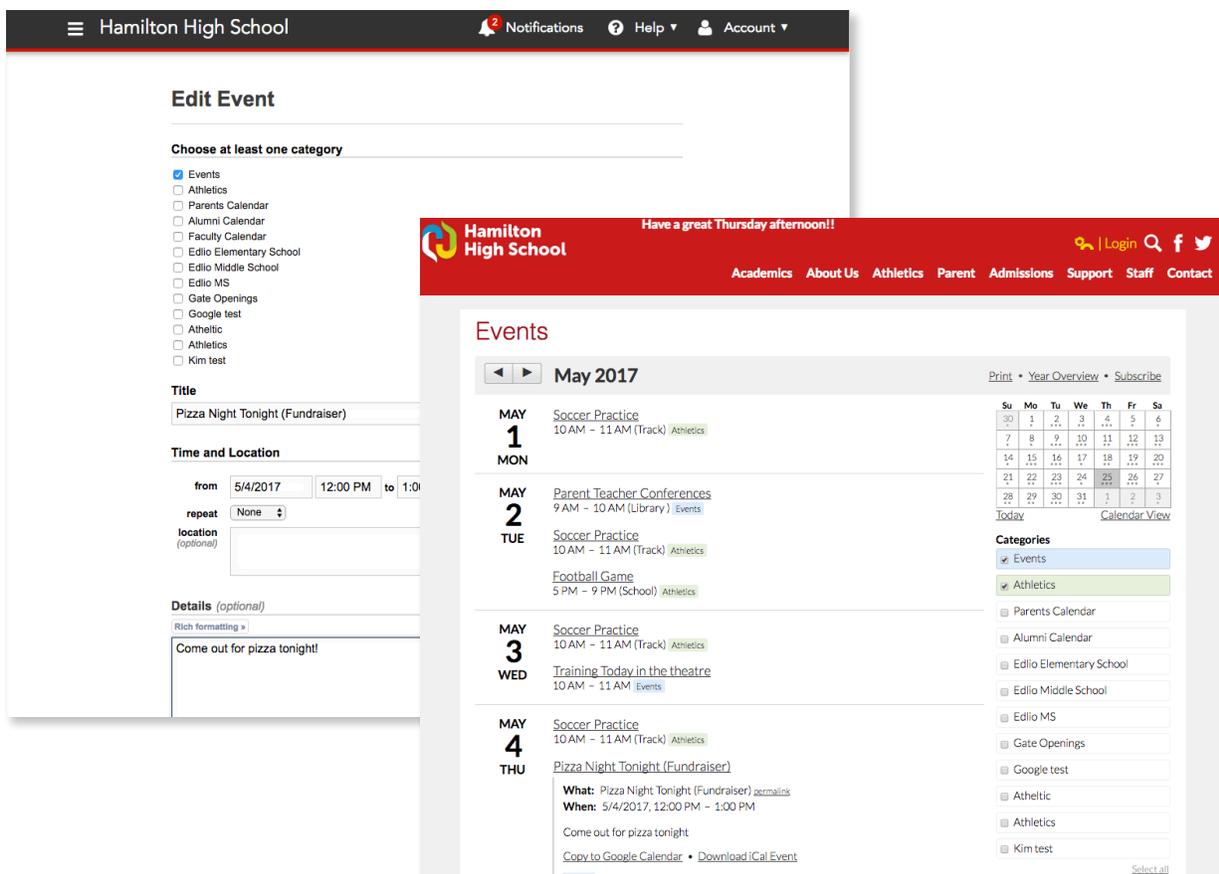
[Save](#)

# Calendars

Easily create personal or school calendars for the Calendars page, and even create specific calendars for athletics teams, faculty or alumni.

- Quickly navigate between multiple calendars
- Take a peek into the Year Overview
- Subscribe to any and all calendars to stay up-to-date on any changes
- Print out your own personal copy

If your organization already uses Google Calendar or Office 365, actively import your Google and Microsoft calendar to your Edlio site so you never miss another deadline. Changing an event on your Google or Microsoft calendar will also change it on your Edlio calendar, so they stay synced. Easy!



The image shows two overlapping screenshots of the Edlio web interface. The background screenshot is the 'Edit Event' page for Hamilton High School. It features a navigation bar with 'Notifications', 'Help', and 'Account' links. The main content area is titled 'Edit Event' and includes a 'Choose at least one category' section with a list of categories such as 'Events', 'Athletics', 'Parents Calendar', 'Alumni Calendar', 'Faculty Calendar', 'Edlio Elementary School', 'Edlio Middle School', 'Edlio MS', 'Gate Openings', 'Google test', 'Athletic', 'Athletics', and 'Kim test'. Below this is a 'Title' field with the text 'Pizza Night Tonight (Fundraiser)', a 'Time and Location' section with 'from' and 'to' date and time pickers, a 'repeat' dropdown, and a 'location' field. A 'Details (optional)' section contains a rich text editor with the text 'Come out for pizza tonight!'. The foreground screenshot is the 'Events' page for Hamilton High School. It has a red header with the school name and a navigation menu including 'Academics', 'About Us', 'Athletics', 'Parent', 'Admissions', 'Support', 'Staff', and 'Contact'. The main content area is titled 'Events' and shows a calendar for May 2017. The calendar lists events for each day: May 1 (Monday) has 'Soccer Practice' (10 AM - 11 AM, Athletics); May 2 (Tuesday) has 'Parent Teacher Conferences' (9 AM - 10 AM, Library, Events) and 'Soccer Practice' (10 AM - 11 AM, Track, Athletics); May 3 (Wednesday) has 'Soccer Practice' (10 AM - 11 AM, Track, Athletics) and 'Training Today in the theatre' (10 AM - 11 AM, Events); May 4 (Thursday) has 'Soccer Practice' (10 AM - 11 AM, Track, Athletics) and 'Pizza Night Tonight (Fundraiser)'. The 'Pizza Night Tonight' event has a 'What' field with 'Pizza Night Tonight (Fundraiser) permalink' and a 'When' field with '5/4/2017, 12:00 PM - 1:00 PM'. Below the calendar is a 'Categories' section with checkboxes for 'Events', 'Athletics', 'Parents Calendar', 'Alumni Calendar', 'Edlio Elementary School', 'Edlio Middle School', 'Edlio MS', 'Gate Openings', 'Google test', 'Athletic', 'Athletics', and 'Kim test'. There are also links for 'Print', 'Year Overview', 'Subscribe', 'Copy to Google Calendar', and 'Download iCal Event'.

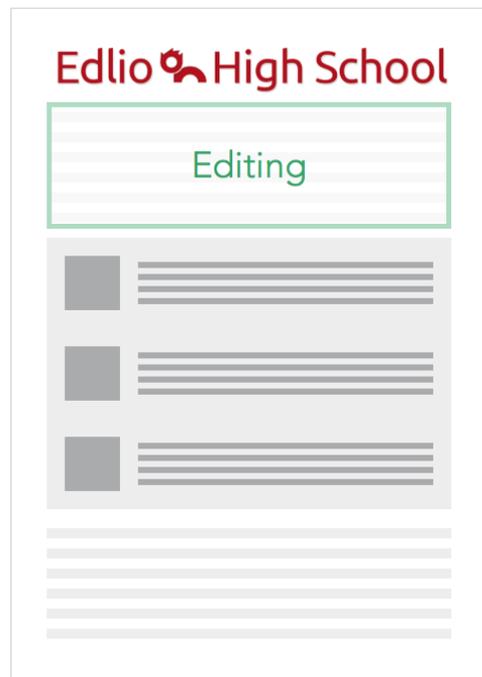
## Email and Newsletter Sender

Send unlimited emails and newsletters to your community from your admin site with Edlio's Email Sender. Write a short reminder to parents, create a monthly newsletter, email weekly practice schedules - message as many recipients as you like, as often as you like, for whatever you need to say.

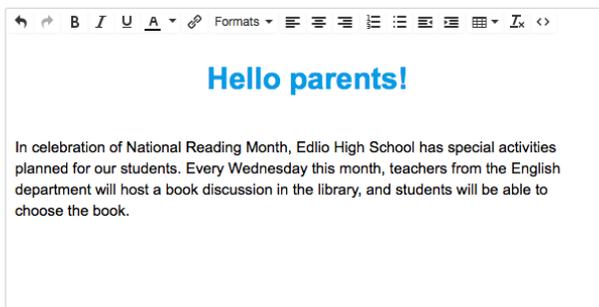
Highlights include:

- Sending unlimited emails from your admin site
- Emails that look great on all screens
- Reporting for each email sent, including open and unsubscribe rates and link tracking
- A variety of layouts to choose from
- Scheduling a delivery time or sending immediately
- Plugging in articles from your News section into your newsletter to keep your community up-to-date on school issues
- Ability to send emails to custom contact lists

First select a section



Then edit its content



Plug in your website content

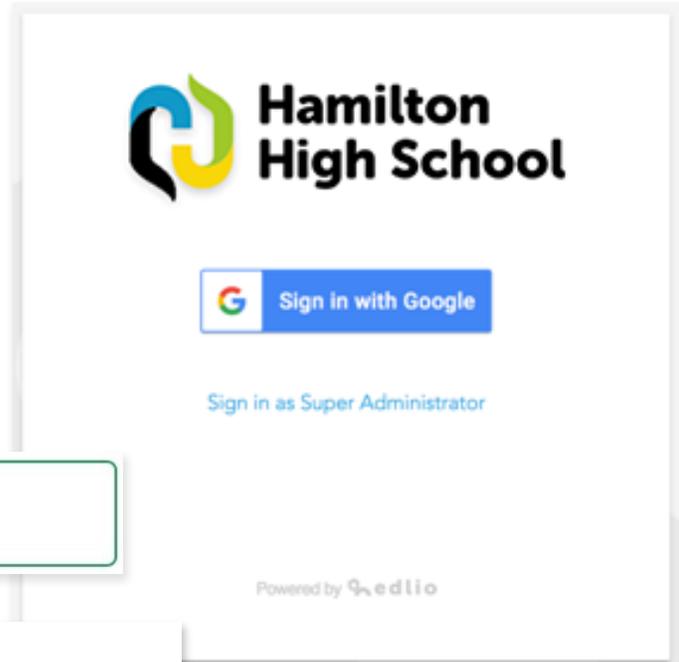
Select a template from below to choose content such as news stories, or calendar events from your website to include in your email



## Google Integrations

Connect your site to Google Apps! Your favorite tools are integrated with your site to fit your workflow and save time for your whole staff.

- Share events from Google Calendar.
- Access files from Google Drive.
- Monitor site traffic with Google Analytics.
- Offer translations with Google Translate.
- Connect Edlio class pages with Google Classroom.
- Share your school's location with Google Maps.
- Remember fewer passwords with single sign on.



### NEW! Google Classroom Integration

Add class to connect your account.

## Setup Google Calendar Import

### Select a calendar from Google to import into Events

- Master School Calendar
- Athletics Calendar
- Staff Calendar

Powered by edlio

*e.g. syllabus, class rules, etc.*

Drag or [select a file](#)

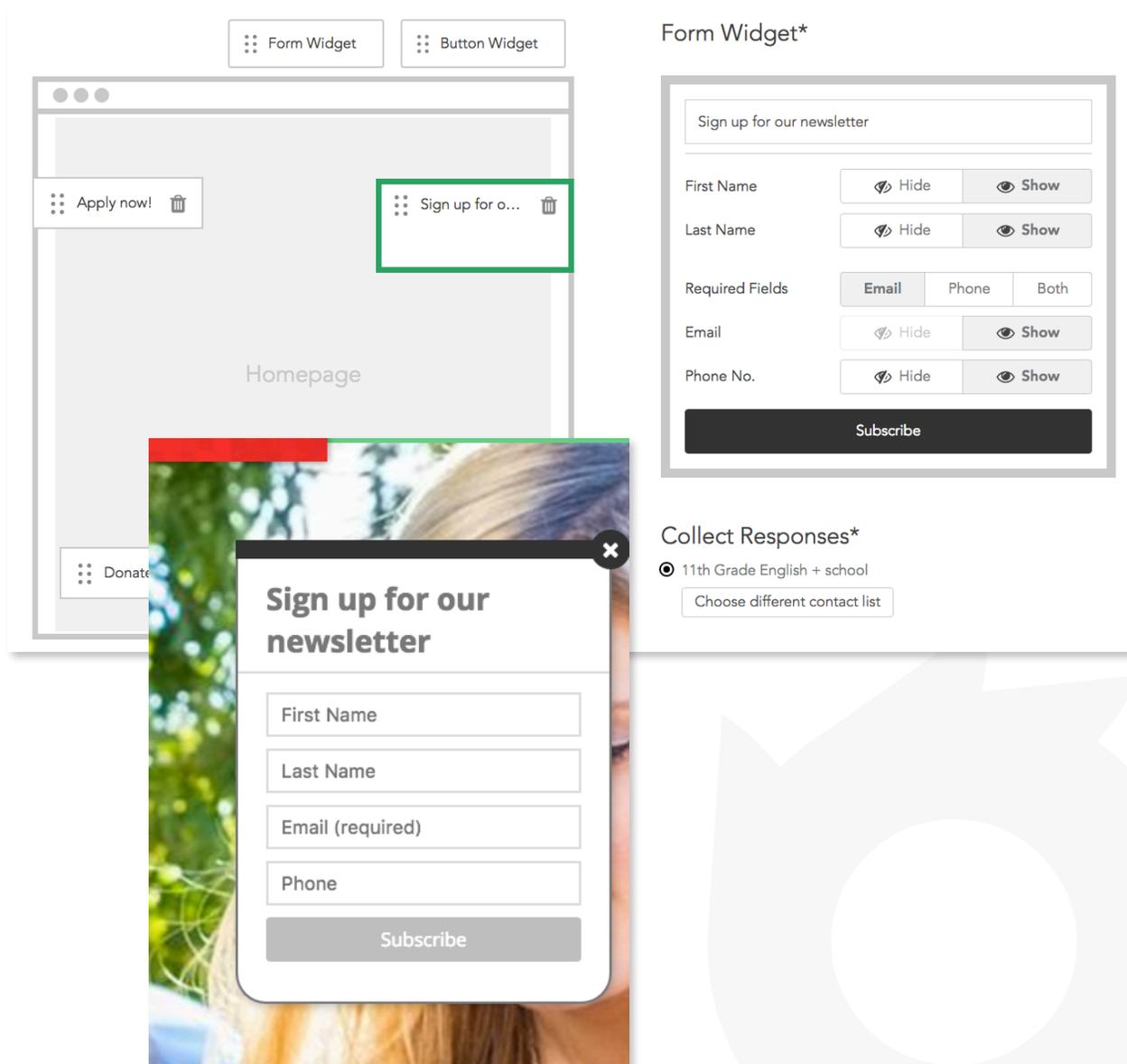
### Teachers

Select a teacher

-  Select from your computer
-  Select from Dropbox
-  Select from Google Drive
-  Select from Microsoft OneDrive

# Homepage Widgets

With Homepage Widgets, easily collect responses or contact information with a form or link viewers to another page with a button. Whether it's for getting parents to subscribe to the Monthly Newsletter or directing them to the Application page, we've got you covered. And it's all managed in the admin site for instant updates to your website.

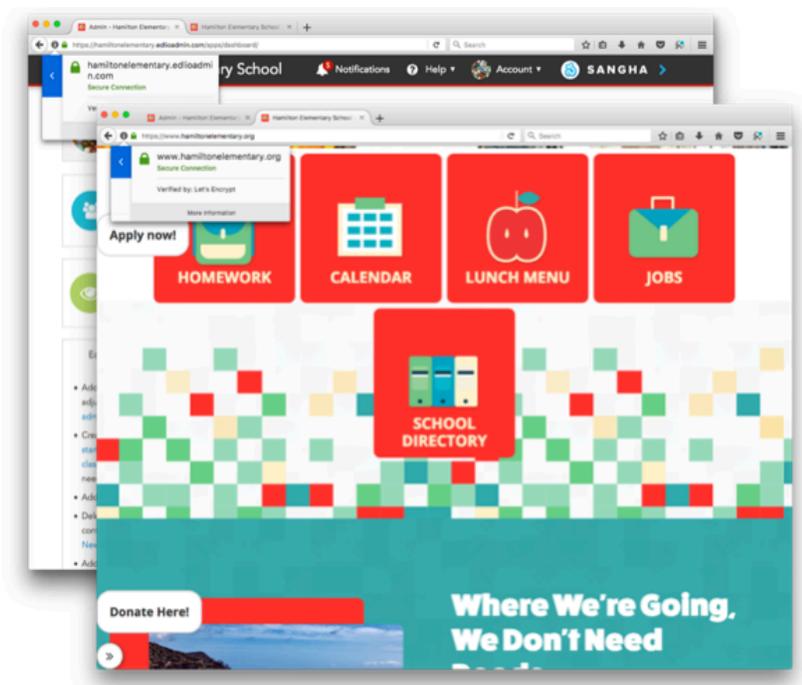


The image displays the Edlio admin interface for configuring homepage widgets. At the top, there are buttons for 'Form Widget' and 'Button Widget'. Below, a preview of a homepage shows several widgets, with one 'Sign up for our newsletter' widget highlighted in a green box. To the right, the configuration panel for the 'Form Widget\*' is shown, featuring a 'Sign up for our newsletter' header, input fields for 'First Name' and 'Last Name', a 'Required Fields' section with 'Email', 'Phone', and 'Both' options, and 'Hide'/'Show' toggles for each field. A 'Subscribe' button is at the bottom. Below this, the 'Collect Responses\*' section is visible, with a radio button selected for '11th Grade English + school' and a 'Choose different contact list' button. In the foreground, a large, semi-transparent preview of the newsletter sign-up form is shown, featuring a background image of a child's hair, a close button (X), and input fields for 'First Name', 'Last Name', 'Email (required)', and 'Phone', with a 'Subscribe' button at the bottom.

## HTTPS Security

All Edlio websites come with HTTPS encryption, so visitors will know that their information is safe. This is especially important with features like Forms, where visitors may be submitting sensitive information. Secure websites are also prioritized in search engine rankings, so having an HTTPS certificate will help your site be found by prospective students, parents, and employees!

If you're curious about whether a site is using HTTPS or just HTTP, just check the address bar - most browsers include a lock icon to denote the secure connection.



# Mega Menus and Site Navigation

Add a sleek mega menu to your site! Mega menus combine site links with large graphics and/or text for a menu design that beautifully presents your site's pages and sections. With mega menus, every link within a category is visible at once - no scrolling, and no confusion. Your site will be more visually appealing as well as easier to navigate. And of course it's simple to edit in the admin site.



## Microsoft Integrations

Connect your site to Microsoft Office 365! Your favorite tools are integrated with your site to fit your workflow and save time for your whole staff.

- Connect your Microsoft calendar, so you never miss another deadline. Plus, changing an event on your Microsoft calendar will also change it on your Edlio calendar, so they stay synced.
- Single Sign-on with your Microsoft Office 365 credentials.
- Upload files directly from OneDrive into the Edlio CMS.

### Setup Microsoft Calendar Import

Click the button below to authenticate with your Microsoft account and allow us access to your calendars by clicking the "Accept" button.

Authenticate your  Microsoft account

After you grant Edlio access to your calendars, you can select one to be imported into this Edlio calendar.

Your calendar will be "actively imported," meaning changes and new events made to your Microsoft calendar will be updated automatically.

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**Hamilton Elementary School**



Login with Office 365

Sign in as Super Administrator

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Upload or drop your file(s) here

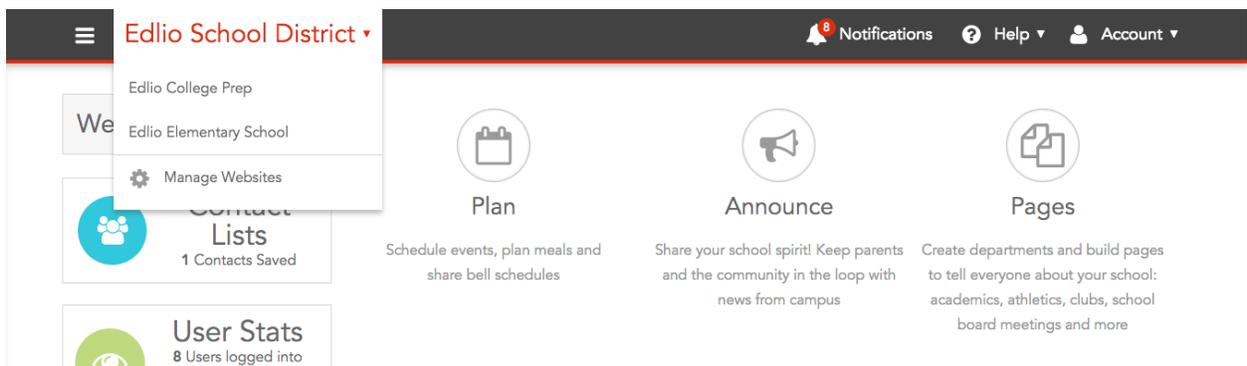
Accepted file types: Any

-  Your computer
-  Dropbox
-  Google Drive
-  Microsoft OneDrive

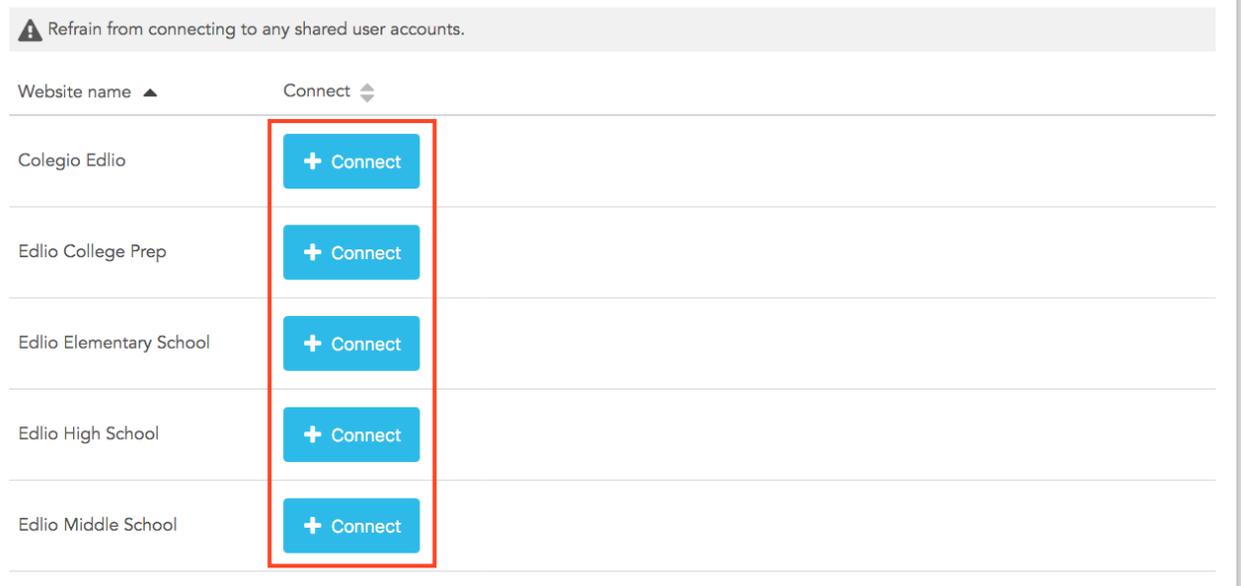
# Multisite Management

Managing multiple Edlio websites is simple. Easily jump between Edlio admin sites with Multisite Management.

Any website administrator on the district website (your organization's main website) can be given this ability. Each person connects to their own account on each site to help keep your sites secure. Organizations that use LDAP can also manage multiple Edlio sites from one login.



Connect sites to easily switch between them. It will connect to your existing account on that site or make a new one.



## Pages

Your Edlio website comes with a simple, user-friendly page editor! Teachers and administrators can update and customize their pages to show off their classrooms and departments, and with our editor, what you see is what you get — no surprises!

### Category pages:

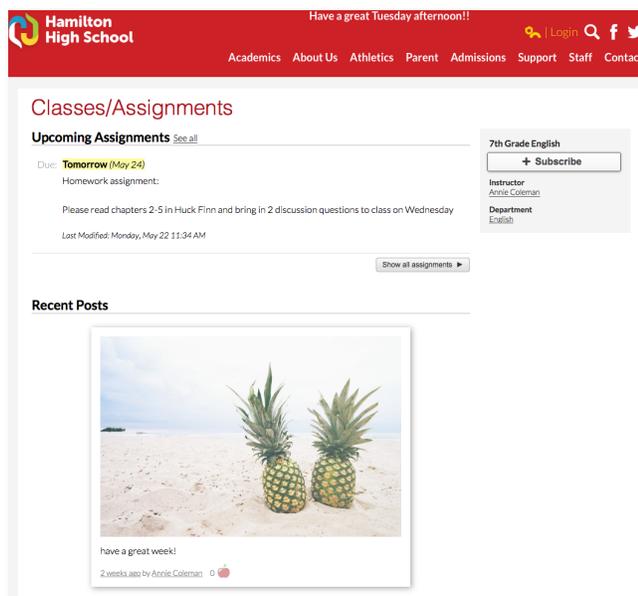
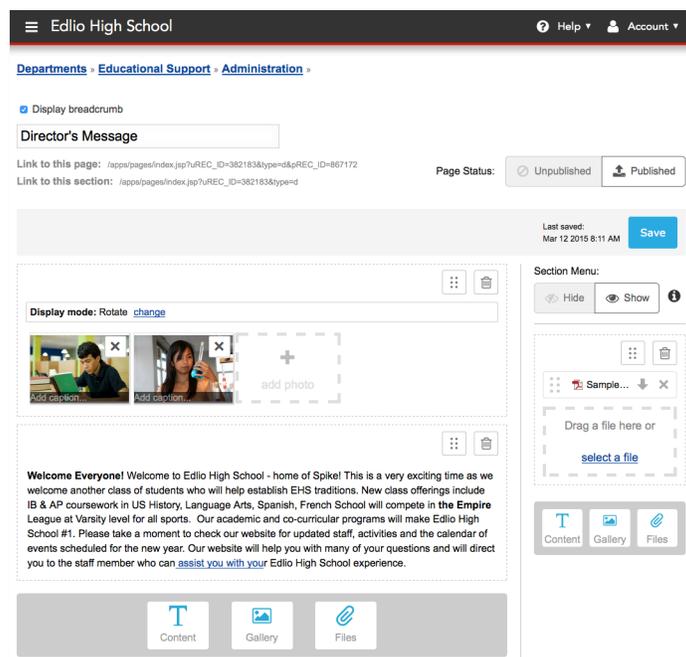
- Create pages for different sections, including athletic, academic, and managerial departments
- Search within pages
- Easily update pages and grant editing privileges to different administrators

### Teacher pages:

- Share a little about yourself with families
- Add office hours, schedule, or contact information
- Outline the week/month/quarter ahead
- Connect with your community by encouraging them to subscribe to your page

### Class pages:

- Post homework assignments so parents can stay in the loop
- Share photos from the classroom and field trips
- Add links to relevant articles and blog posts for your class
- Update subscribed users with a single, daily email for new homework, test times, and classroom changes



# Posts

For any staff members who have a personal page, posts are an easy way to quickly share information. Publish posts like a photo, video, link or file and anyone who opens the page on the public site will see the recent posts. Super helpful for parents who can subscribe to their children's teacher pages to stay up-to-date with any new posts!

Amelia Chen

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**Recent Posts**



First day of school has arrived!

Today by Amelia Chen 0 🍏



Amelia Chen

+ Subscribe

---

**Recent Activity:** All Conte

▾ | Items / Page 24 ▾

Today / select all

 **PHOTO**

First day of school has arrived!

Posted to: My personal page

**TEXT** Created on Jul 25, 2016

**Welcome to the new school year!**

Hope you had a fabulous summer. It's time for school again, but we don't have to leave fun behind, because learning can...

Posted to: My personal page

Edit  Delete

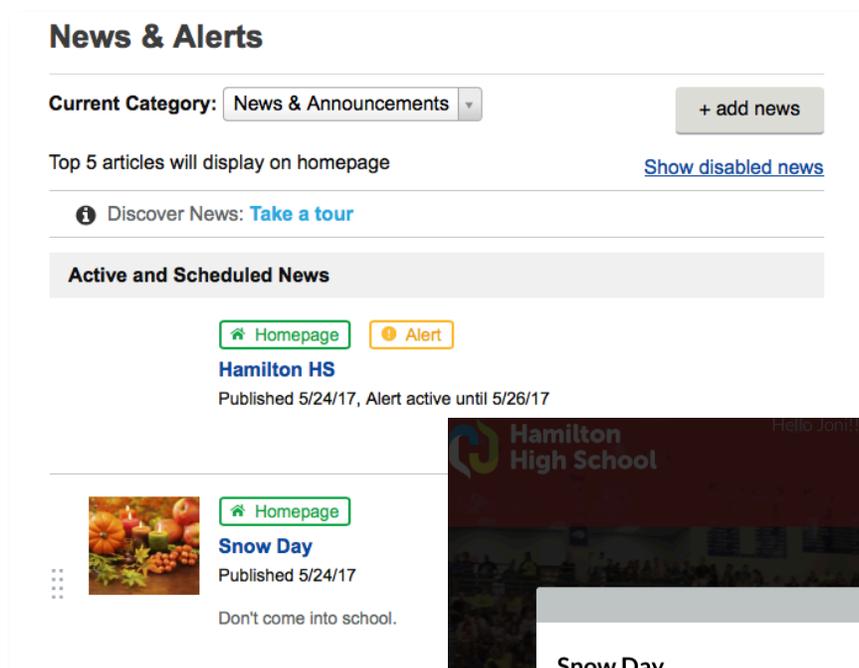
Edit  Delete

## News and Alerts

When breaking news hits, share it on your school website! Post news articles to your homepage, and set up homepage news alerts so visitors see your most important news immediately upon visiting your site.

With these features, you can:

- Set news items to pop up for your website visitors
- Write news stories or set a News item to link to another file or page
- Post news immediately or schedule for later
- Post news to social media
- Include photos or other files with your news



**News & Alerts**

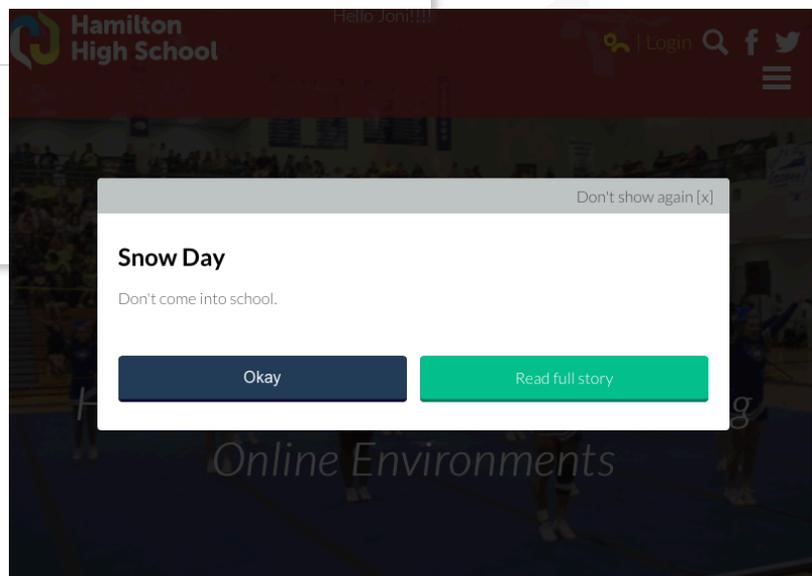
Current Category: News & Announcements + add news

Top 5 articles will display on homepage [Show disabled news](#)

Discover News: [Take a tour](#)

**Active and Scheduled News**

- Homepage Alert  
**Hamilton HS**  
Published 5/24/17, Alert active until 5/26/17
- Homepage  
**Snow Day**  
Published 5/24/17  
Don't come into school.



Hamilton High School

Don't show again [x]

**Snow Day**

Don't come into school.

Okay Read full story

Online Environments

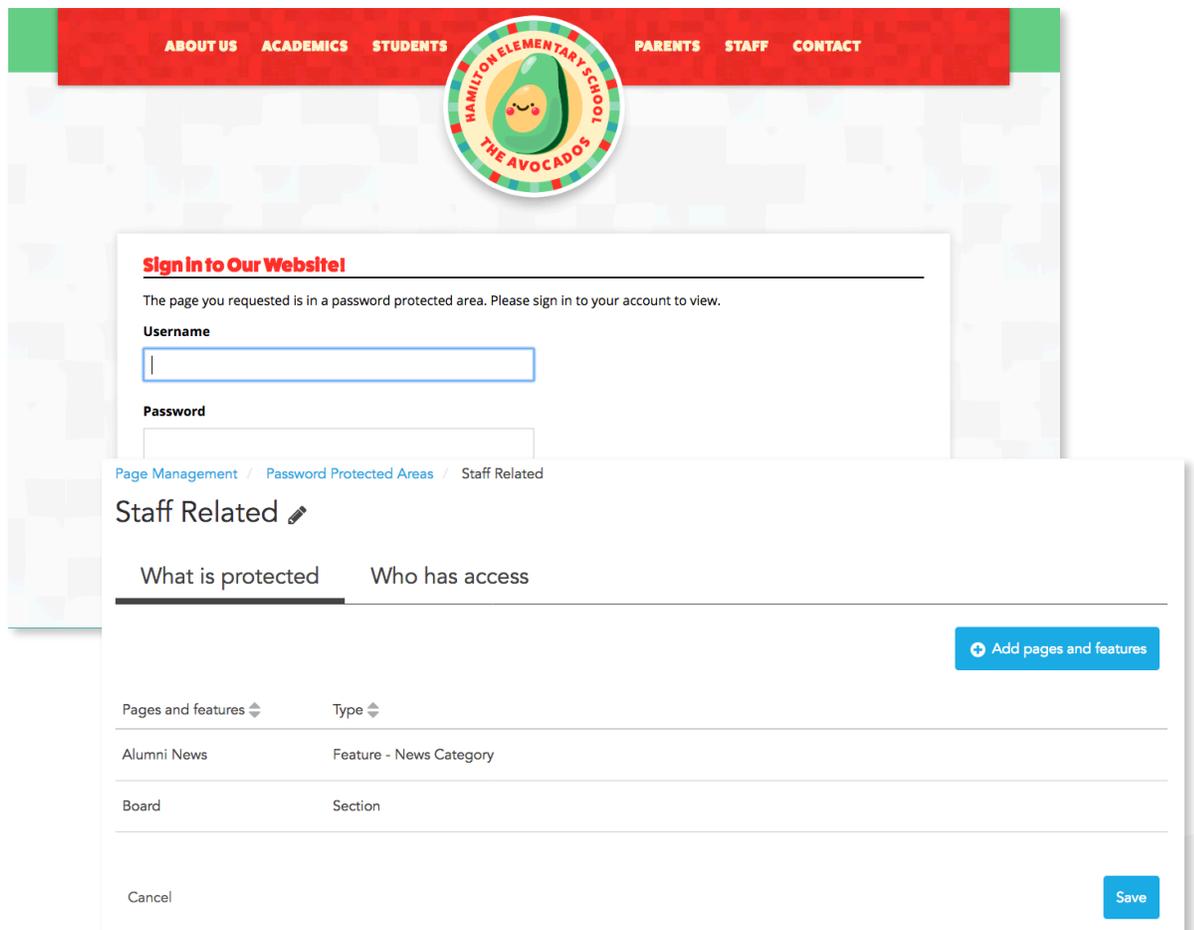
# Password-Protected Pages

We've made it easy to password protect sections or links on your public site. This feature can be accessed from within Page Management.

With these features, you can:

- Website administrators can easily update and grant viewing privileges to all staff or just certain departments
- Create pages for different sections such as managerial departments, athletics, or elementary school teachers

Staff members simply log in with the same information they use to manage their personal pages to access protected pages.



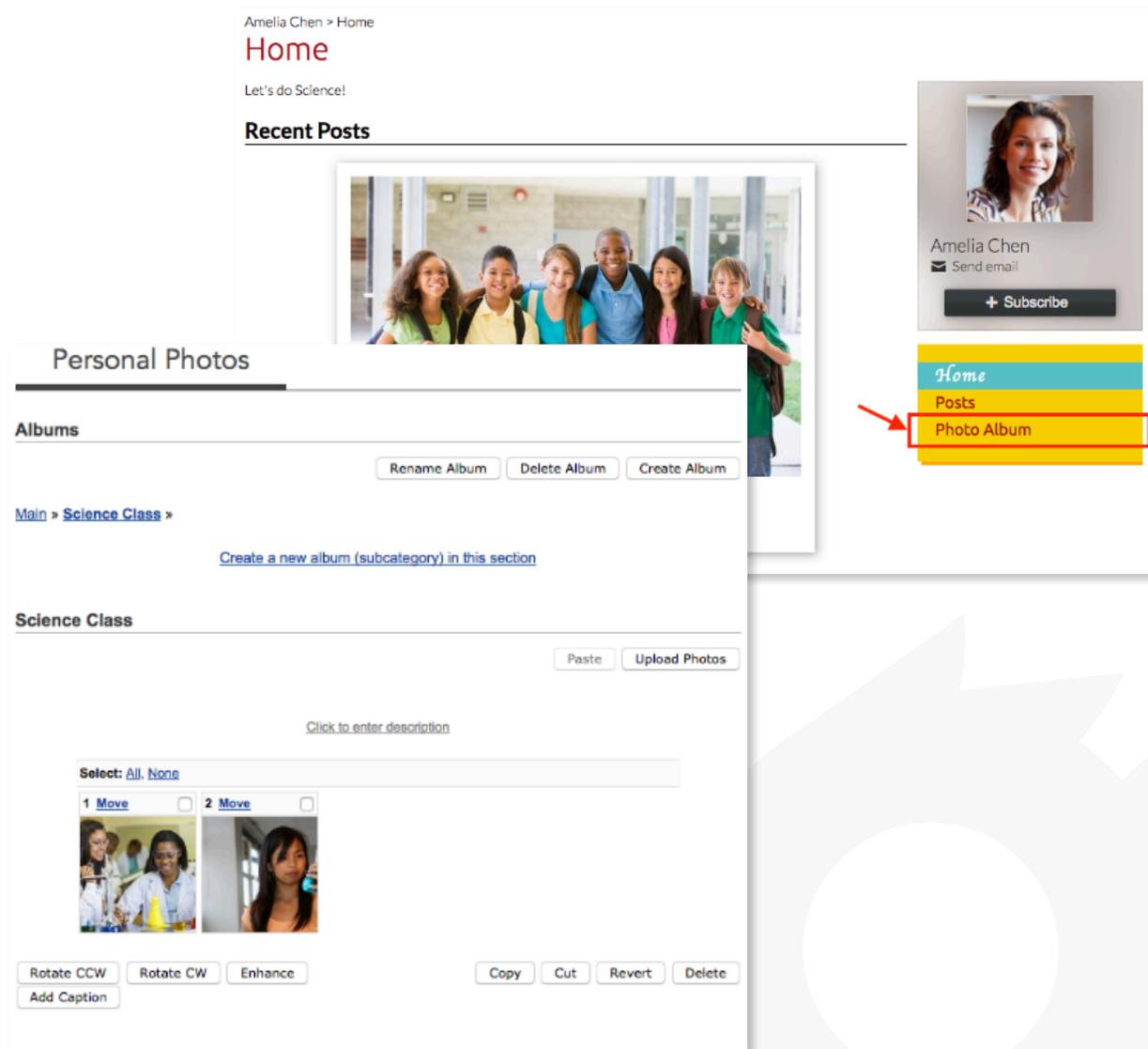
The screenshot shows a website interface for Hamilton Elementary School, 'The Avocados'. The top navigation bar includes links for ABOUT US, ACADEMICS, STUDENTS, PARENTS, STAFF, and CONTACT. A central login form titled 'Sign in to Our Website!' prompts users to enter their Username and Password. Below the login form is a 'Staff Related' management panel with tabs for 'What is protected' and 'Who has access'. The 'What is protected' tab is active, displaying a table of protected pages and features.

Pages and features	Type
Alumni News	Feature - News Category
Board	Section

Buttons for 'Add pages and features', 'Cancel', and 'Save' are also visible.

# Photos

Upload unlimited photos to easily create an album for personal pages! Showcase a recent class trip to a personal page while keeping parents in-the-loop. All it takes is uploading the pictures, adding alt text and a description. Edit or delete them anytime, or add multiple albums throughout the school year and create a slideshow for an end-of-the-year overview students and their families will love!



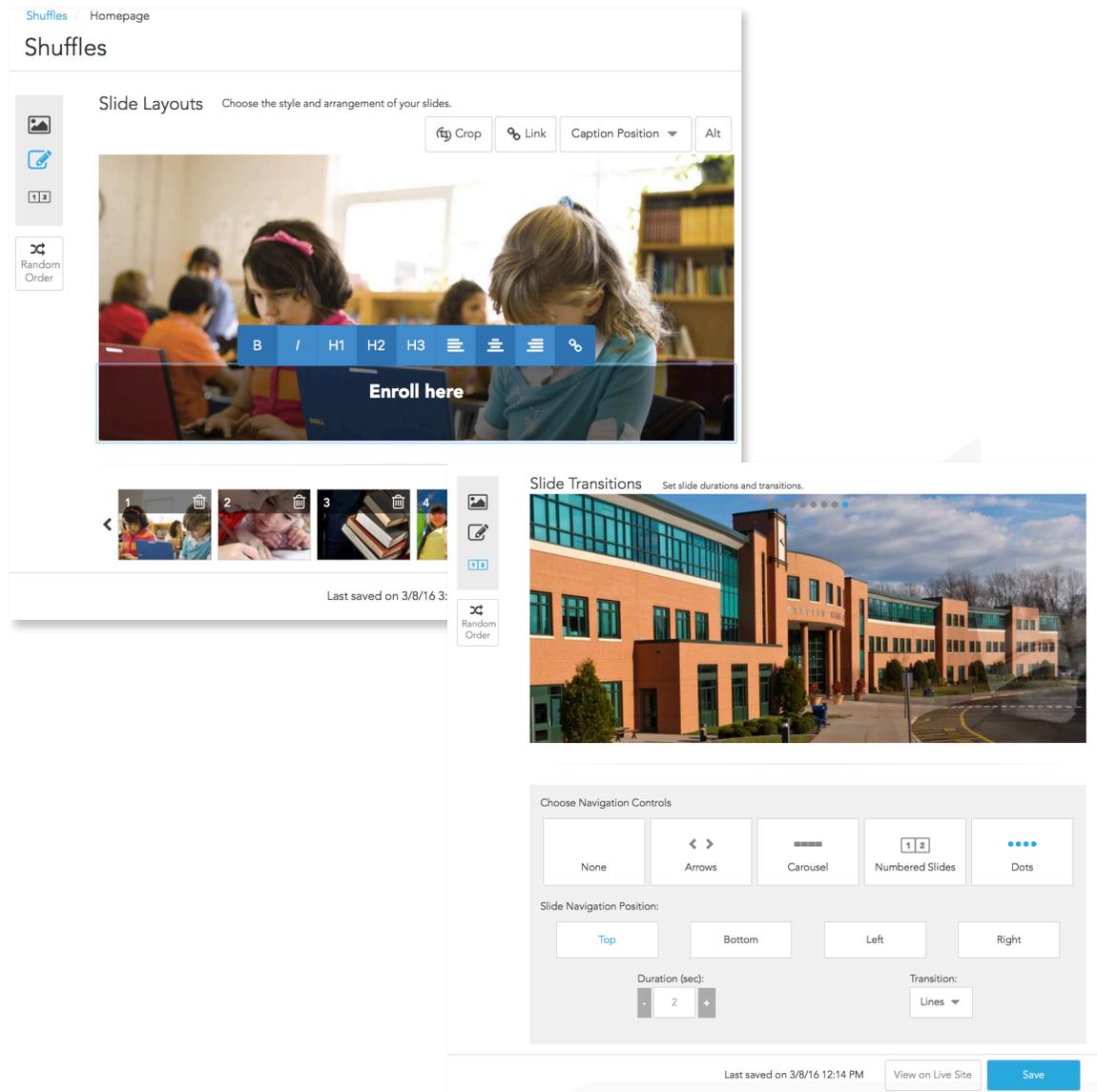
The screenshot displays the Edlio user interface for Amelia Chen. At the top, it shows 'Home' and a post titled 'Let's do Science!' with a photo of a group of students. A navigation menu on the right includes 'Home', 'Posts', and 'Photo Album', with a red arrow pointing to 'Photo Album'. A 'Personal Photos' modal is open, showing album management options like 'Rename Album', 'Delete Album', and 'Create Album'. Below this, it shows a 'Science Class' album with two photos selected for editing. The editing toolbar includes options for 'Rotate CCW', 'Rotate CW', 'Enhance', 'Copy', 'Cut', 'Revert', and 'Delete'.

# Photo Shuffles

First impressions are important, and photo shuffles give your visitors an immediate impression of your school community. Enjoy full control over your photo shuffles and being able to update them at any time, right from your Edlio website!

Photo shuffles include:

- Text captions in multiple styles for your photos
- Custom transition controls
- Ability to link pictures to a page on your site
- Built-in photo editor, to crop and rotate photos right from your admin site



The screenshot displays the Edlio admin interface for managing photo shuffles. It is divided into two main sections: "Slide Layouts" and "Slide Transitions".

**Slide Layouts:** This section allows users to "Choose the style and arrangement of your slides." It features a main preview area showing a photo of children in a classroom with an "Enroll here" button overlaid. Above the preview are controls for "Crop", "Link", "Caption Position", and "Alt". To the left of the preview are icons for "Random Order" and a "Shuffles" sidebar. Below the preview is a thumbnail strip of four images, with the first one selected. A "Last saved on 3/8/16 3:" timestamp is visible.

**Slide Transitions:** This section allows users to "Set slide durations and transitions." It features a large preview area showing a school building. Below the preview are "Choose Navigation Controls" with options for "None", "Arrows", "Carousel", "Numbered Slides", and "Dots". Underneath are "Slide Navigation Position" options: "Top", "Bottom", "Left", and "Right". At the bottom, there are "Duration (sec)" controls (set to 2) and "Transition" controls (set to "Lines"). A "Save" button is at the bottom right. A "Last saved on 3/8/16 12:14 PM" timestamp and a "View on Live Site" button are also present.

## SEO (Search Engine Optimization)

Edlio CMS is optimized for getting your site ranked!

- Built-in page structure ensures your page titles are coded up correctly. You can also fully customize your title and meta description tags to include your keywords.
- Each image and video added to your site should include alt text. Not just for accessibility, Google relies on alt text to understand what the picture portrays.
- Responsive design means your site is fully optimized for mobile. All of your site's content is presented on all devices. Google will notice!
- Edlio websites are also secure which (as Google has hinted) can increase your SEO value.
- Plug in Google Analytics to track everything! With Edlio, you simply paste your Analytics ID and you're all set.
- Last but not least, your Edlio CMS is so easy to use, publishing new content is faster than ever. Build up content to match what your visitors are looking for to get in front of new students, parents and staff in search results. More optimized pages = more opportunities to rank!

### Page title tag

School Website Design - Create a Custom Website with Edlio

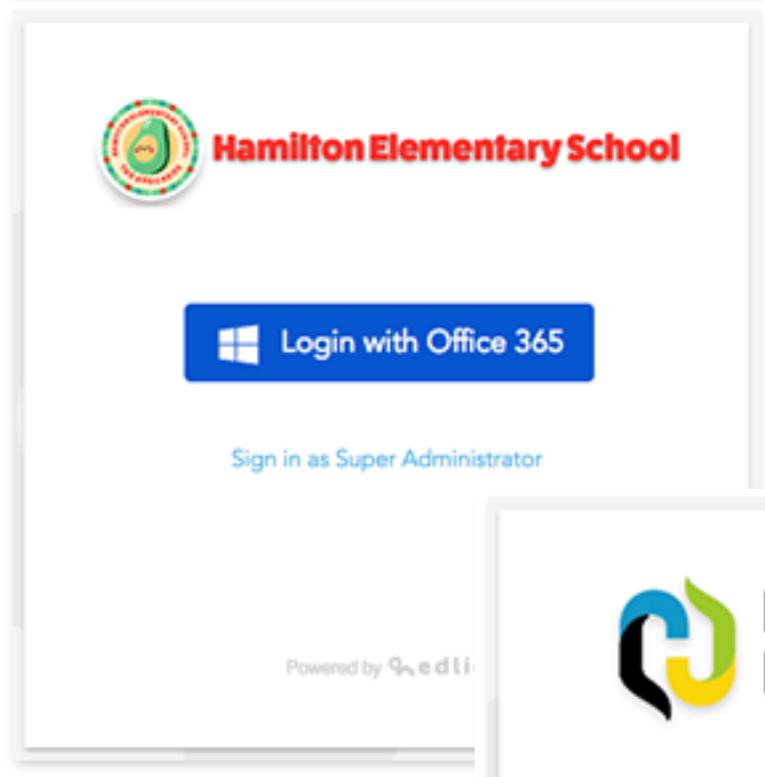
### Page meta descriptions

The meta descriptions are the 160 characters snippet used to summarize your page's content. Search engines sometimes use these snippets in search results to let visitors know what a page is about before they click on it.

Edlio offers school website design for k-12 schools & districts. Create a unique and custom website for your school. View our gallery today or request a demo!

## Single Sign-on (SSO)

Log into your Edlio admin site using your **Google**, **Microsoft Office 365**, or **Canvas** credentials. Secure, simple, and convenient. User management just got easier - one less password to remember! If you'd like to set it up, just submit a ticket to tech support with your preference and we will take care of the rest.

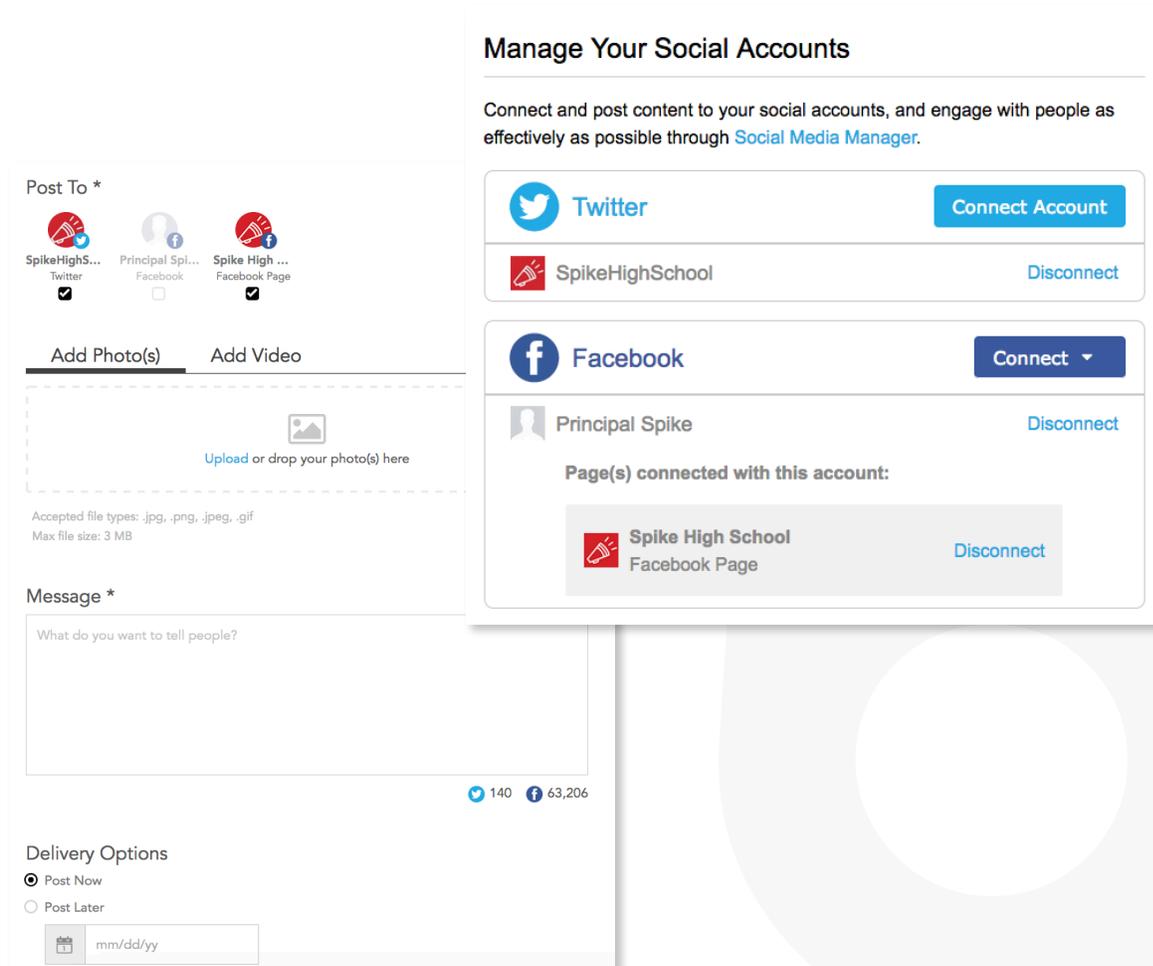


# Social Media Manager

Reach out to your community! Link your social media to your Edlio site, and post to Twitter and Facebook from our built-in Social Media Manager.

Manage your social media by:

- Linking Twitter accounts to your Edlio site
- Linking a personal Facebook account or a school's Facebook page to your Edlio site
- Posting photos, videos, and text to one or more social media accounts at once
- Posting updates immediately or scheduling for later
- Viewing a log of previous posts
- Posting articles from your News section to social media



The screenshot displays the Edlio Social Media Manager interface. On the left is a post creation form with the following sections:

- Post To \***: Three options are shown: 'SpikeHighS... Twitter' (checked), 'Principal Spi... Facebook' (unchecked), and 'Spike High ... Facebook Page' (checked).
- Add Photo(s)** and **Add Video**: Buttons for adding media.
- Upload or drop your photo(s) here**: A dashed box for uploading images.
- Accepted file types**: .jpg, .png, .jpeg, .gif. **Max file size**: 3 MB.
- Message \***: A text input field with the placeholder 'What do you want to tell people?'. Below it are icons for 140 tweets and 63,206 Facebook likes.
- Delivery Options**: Radio buttons for 'Post Now' (selected) and 'Post Later'. A date picker shows 'mm/dd/yy'.

On the right is the **Manage Your Social Accounts** panel:

- Twitter**: A 'Connect Account' button. Below it, 'SpikeHighSchool' is listed with a 'Disconnect' button.
- Facebook**: A 'Connect' button with a dropdown arrow. Below it, 'Principal Spike' is listed with a 'Disconnect' button.
- Page(s) connected with this account:** A section containing 'Spike High School Facebook Page' with a 'Disconnect' button.

# Sponsors

Schools have the option of offsetting the cost of their site with sponsorships by local businesses. The Sponsors feature lets admins add business logos to their homepage, with links to the business' site. It then tracks impressions and clicks for each logo, and admins can add the beginning and ending date of the sponsor's contract, and the amount collected.

### Sponsors

Locations

[Add Location](#)

Name	Sponsors	Contracts	Revenue
<a href="#">Homepage</a>	20	20	

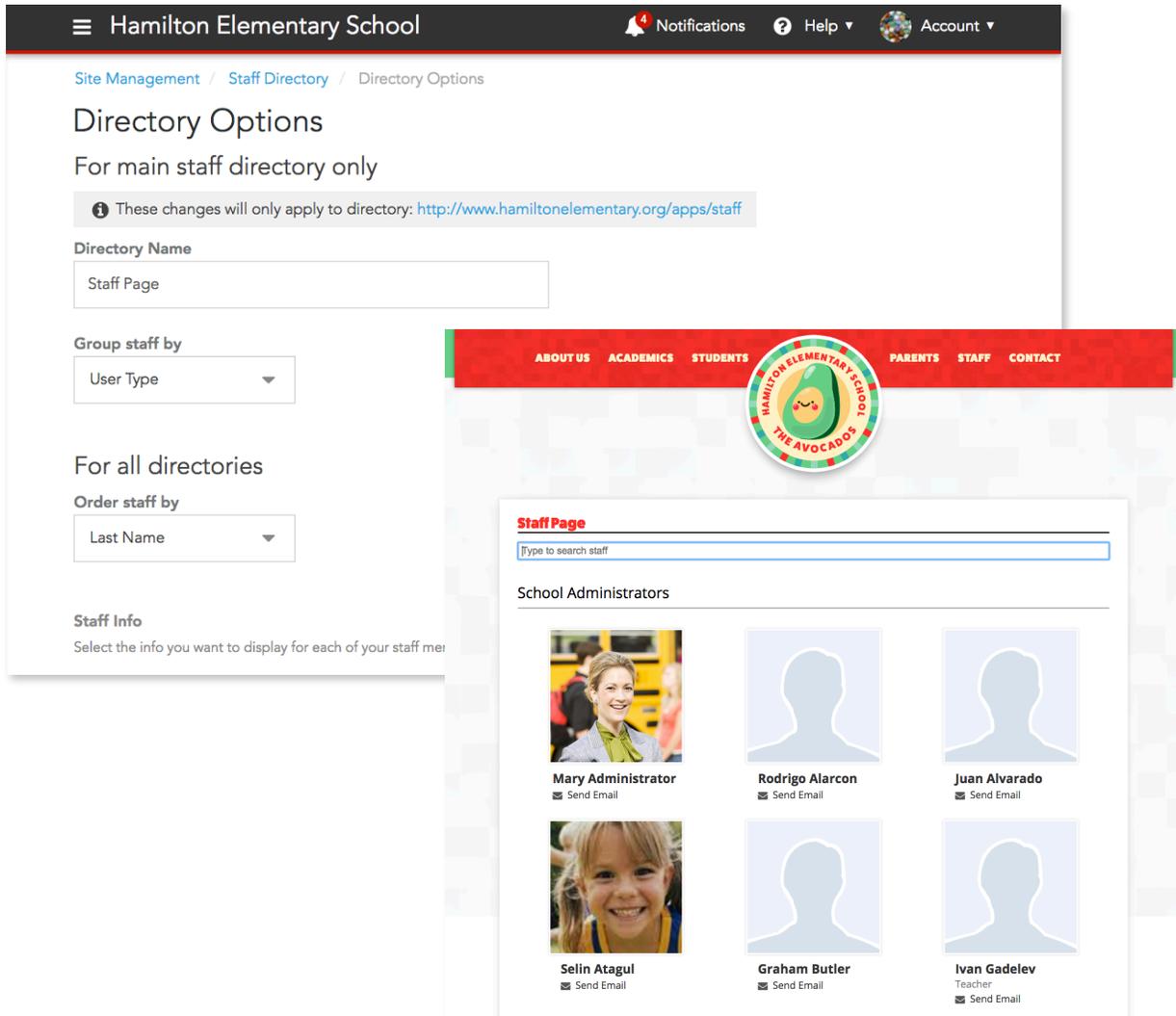
Active Contracts

Sponsor	Start Date	Duration
<a href="#">Laurel Auto</a>	07/27/2016	Until 11/01/2017



# Staff Directory

Listing all your staff members for students and parents to easily access has never looked so good. With multiple directory options, choose from different layouts, decide which information to show, and order your staff by department, position, first name and last name.



The image shows a configuration interface for the Edlio Staff Directory and a preview of the resulting staff page. The configuration interface is titled "Hamilton Elementary School" and includes navigation for "Site Management / Staff Directory / Directory Options". It features a "Directory Options" section for the main staff directory, with a text input for "Directory Name" (containing "Staff Page") and a "Group staff by" dropdown (set to "User Type"). Below this, the "For all directories" section includes an "Order staff by" dropdown (set to "Last Name") and a "Staff Info" section with a note: "Select the info you want to display for each of your staff members".

The preview shows the "Staff Page" for Hamilton Elementary School, "The Avocados". It has a navigation menu with "ABOUT US", "ACADEMICS", "STUDENTS", "PARENTS", "STAFF", and "CONTACT". A search bar is present with the placeholder "Type to search staff". The staff is listed under "School Administrators" in a grid:

Name	Role	Action
Mary Administrator	School Administrator	Send Email
Rodrigo Alarcon	School Administrator	Send Email
Juan Alvarado	School Administrator	Send Email
Selin Atagul	Teacher	Send Email
Graham Butler	Teacher	Send Email
Ivan Gadelev	Teacher	Send Email

## User Management

Create and update accounts for administrators and users, and grant each account editing privileges. Keeping your site up-to-date with the latest information has never been so easy.

- Easily create new users with just a name, email address and username and add profile photos
- Designate users as school staff, including admins and teachers, or as other users, such as parents, alumni, and students
- Set editing privileges manually, page-by-page, or as a blanket permission for editing privileges across entire departments
- Manage access to password-protected areas
- Search and filter usernames by name, username, or email

### User Management

**Tip:** Click a profile photo to change it.

Filter users by name, username, or email Create new user

Name	Username	Email	Last login
<b>Website administrators (109)</b>			
 Administrator, Mary	Administrator	support@edlio.com	5/25/17 10:41 AM
 Butler, Graham	gadmin	graham@edlio.com	11/7/16 9:24 AM

# Videos with Closed Captions & Transcripts

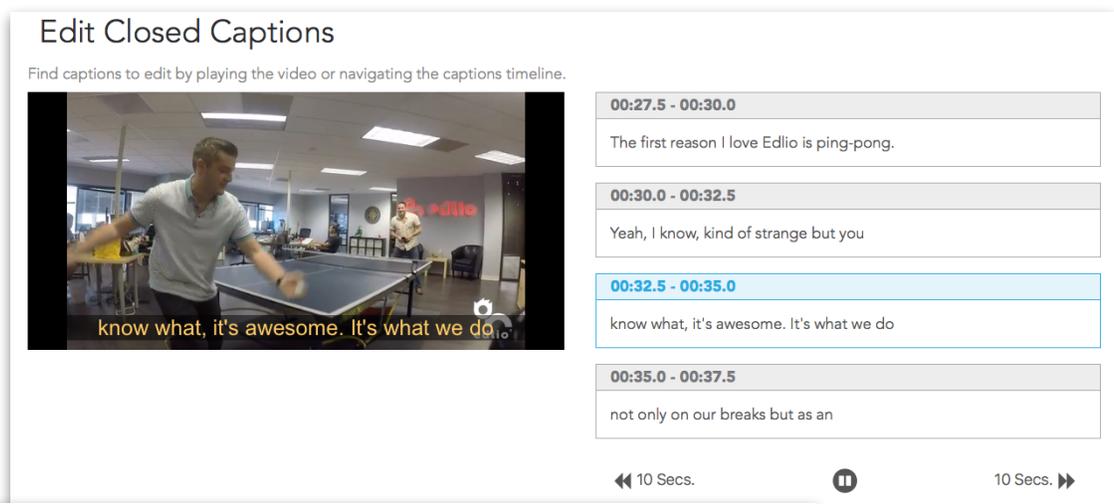
We know that you need a CMS with features that address accessibility. That's why we've ensured that all videos uploaded to your site are automatically outfitted with closed captions and transcripts. Plus, the process is simple: just upload a video to your site, confirm the language of the video (English or Spanish), and save. Your video will appear on your site, and captions and transcripts will be created automatically.

## Closed Captions

Whether your video is in English or Spanish, Edlio's platform adds captions to your video content without leaving the admin site.

## Transcripts

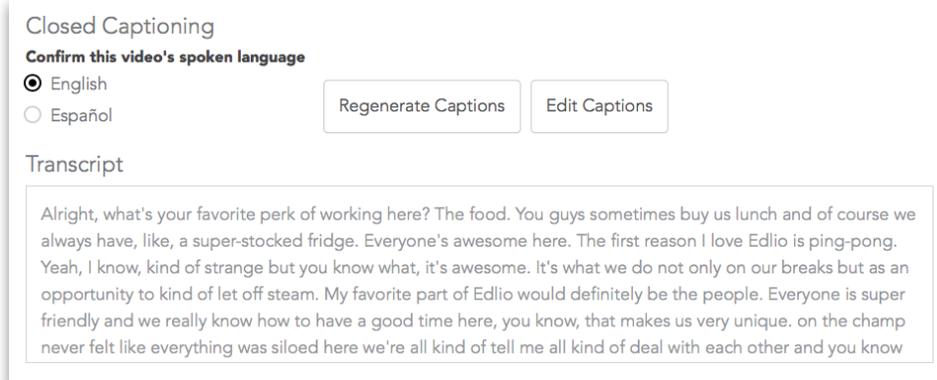
Your videos also automatically include a transcript, for those who would rather see the entire text of the video at the outset.



**Edit Closed Captions**  
Find captions to edit by playing the video or navigating the captions timeline.

00:27.5 - 00:30.0	The first reason I love Edlio is ping-pong.
00:30.0 - 00:32.5	Yeah, I know, kind of strange but you
00:32.5 - 00:35.0	know what, it's awesome. It's what we do
00:35.0 - 00:37.5	not only on our breaks but as an

◀ 10 Secs.    ⏸    10 Secs. ▶



**Closed Captioning**  
Confirm this video's spoken language

English  
 Español

Regenerate Captions    Edit Captions

**Transcript**

Alright, what's your favorite perk of working here? The food. You guys sometimes buy us lunch and of course we always have, like, a super-stocked fridge. Everyone's awesome here. The first reason I love Edlio is ping-pong. Yeah, I know, kind of strange but you know what, it's awesome. It's what we do not only on our breaks but as an opportunity to kind of let off steam. My favorite part of Edlio would definitely be the people. Everyone is super friendly and we really know how to have a good time here, you know, that makes us very unique. on the champ never felt like everything was siloed here we're all kind of tell me all kind of deal with each other and you know

## Website Accessibility

ADA, WCAG, Section 504 and 508, website accessibility - these are all top of mind for many schools and districts. ADA (the Americans with Disabilities Act) is all about making sure the content of your website is accessible to all visitors. Today, we have Web Content Accessibility Guidelines (WCAG) and Section 508 Standards to serve as guidance for how to do just that.

**Edlio is committed to providing a platform for accessible websites that meet Section 508 guidelines and Level AA conformance to WCAG 2.0.** As your CMS website platform and provider, we will work with you to ensure your website is accessible.

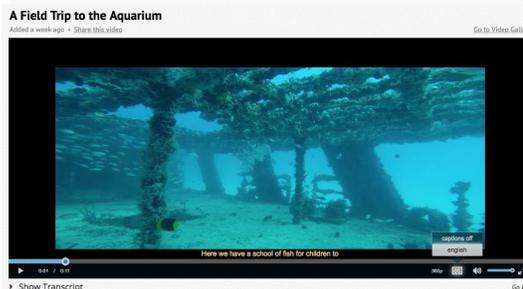
At Edlio, we design and build your website with accessibility in mind. Here are a few examples of how we do just that.

- We ensure your site is displayed consistently across different browsers and platforms.
- We include a 'Skip to main content' link so visitors on screen readers can use their keyboard to skip the navigation at the top of each page.
- We use color contrast tools to meet the recommended contrast ratio for text.



When thinking about a CMS platform, we know you need a partner that addresses accessibility beyond the initial launch. That's why Edlio has built-in tools for you to manage your site's content accessibility, including:

- Automatic transcripts for videos as well as closed captioning in English or Spanish.
- An alt text setting where you can require alt text be entered for all media uploaded to the site.
- Site navigation that is accessible by keyboard.
- Pages that are already structured logically with clear header tags for screen readers
- A form builder that automatically adds the required labels and has instructions and error handling already included



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# Add-ons

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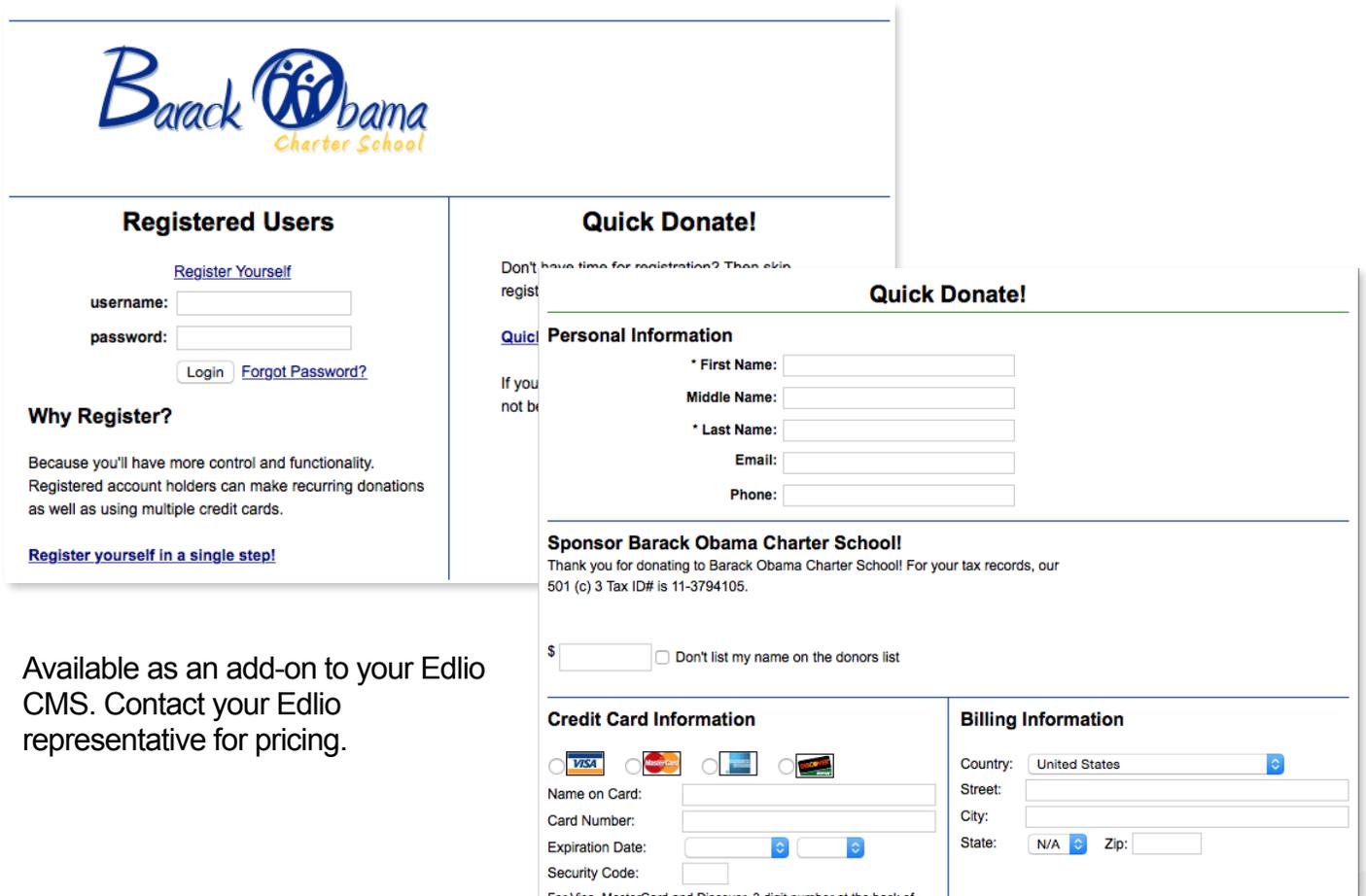
# Donations

**ADD-ON**

Collect donations for your school's fundraisers with our online donations module.

- Manage multiple fundraisers with ease through the admin system
- Access printable receipts, issue refunds and export detailed spreadsheets
- Search transactions by name, credit card number, date, date interval and amount
- Accept Visa, MasterCard, Discover, AMEX plus debit cards with Visa & MasterCard symbols

\*Requires PayFlow Pro gateway account & merchant account. Transaction fees apply.



**Barack Obama Charter School**

### Registered Users

[Register Yourself](#)

username:

password:

[Forgot Password?](#)

#### Why Register?

Because you'll have more control and functionality. Registered account holders can make recurring donations as well as using multiple credit cards.

[Register yourself in a single step!](#)

### Quick Donate!

Don't have time for registration? Then skip registration.

#### Quick Donate!

[Quick](#) **Personal Information**

\* First Name:

Middle Name:

\* Last Name:

Email:

Phone:

#### Sponsor Barack Obama Charter School!

Thank you for donating to Barack Obama Charter School! For your tax records, our 501 (c) 3 Tax ID# is 11-3794105.

\$   Don't list my name on the donors list

#### Credit Card Information

VISA  MasterCard  Discover  AMEX

Name on Card:

Card Number:

Expiration Date:

Security Code:

#### Billing Information

Country:

Street:

City:

State:  Zip:

For Visa, MasterCard and Discover, 3 digit number at the back of

Available as an add-on to your Edlio CMS. Contact your Edlio representative for pricing.

# Forms

ADD-ON

Collect admissions applications, sports waivers, and permission slips right from your Edlio website! Our integrated Form builder has a simple drag-and-drop interface that makes collecting information a cinch.

**Simple form builder:** Forms uses the same intuitive interface you expect from other site features like Email Sender and Pages.

**Add an address block:** Drag-and-drop the address block (street name, city/state, zip code all at once) into your form for easy input and collecting of addresses.

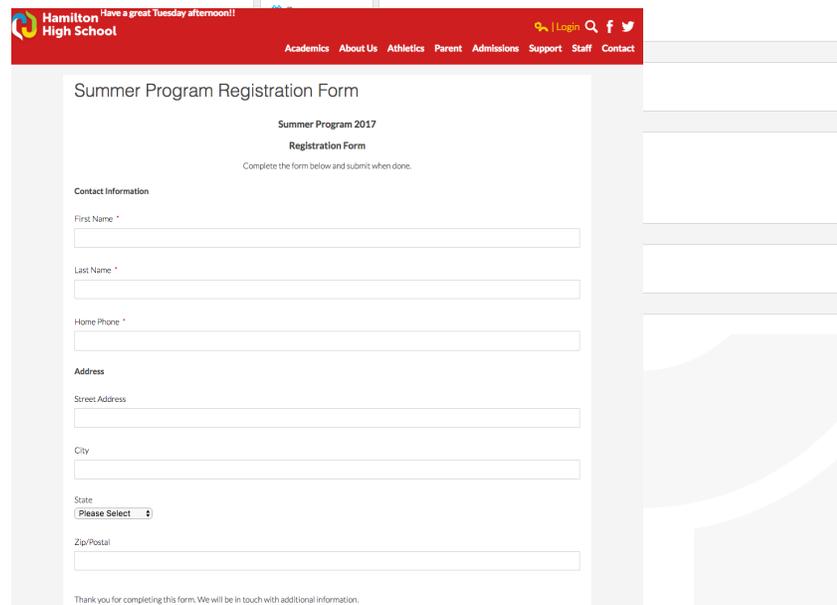
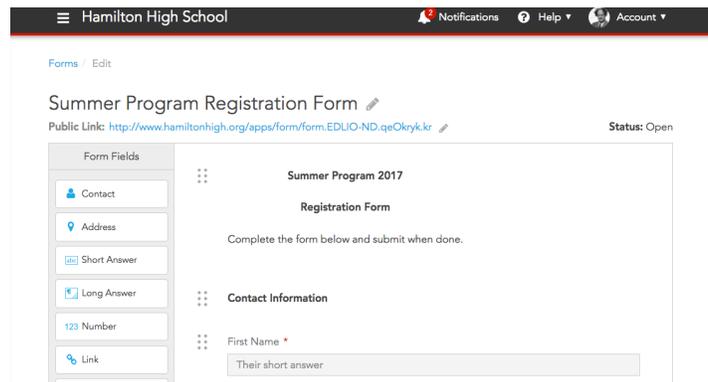
**Collect and organize responses:** Your responses are all collected in a concise table within your admin site, and from there, it's easy to export them to a spreadsheet.

**Countless uses:** Use Forms everywhere from the principal's office to the soccer field! It's also great for employment applications, absence reports and field trip forms.

**Quick and convenient:** Create and publish a responsive form within minutes, and edit and close open forms whenever you want.

**Add personal touches:** Customize the Submit button text, confirmation page and closed form page. Set email addresses to be notified when a form response has been submitted.

Available as an add-on to your Edlio CMS. Contact your Edlio representative for pricing.



# SANGHA

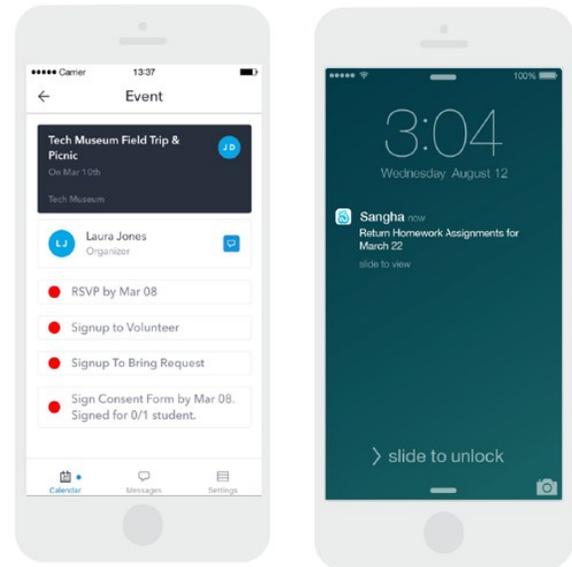
ADD-ON

Sangha is an innovative personalized parent interaction app. It simplifies tasks for parents, teachers and organizers, and reinvents the way schools and districts communicate with parents.

Sangha includes:

- Actionable calendar items
- Integrated forms, eSign and payments
- Automated reminders for busy parents
- A parent meetings scheduler
- Secure, two-way parent messaging

It's easy to use and connects seamlessly with your Edlio CMS - but is also available as a stand-alone product. For pricing, please contact your Edlio representative. (A setup fee may apply.)



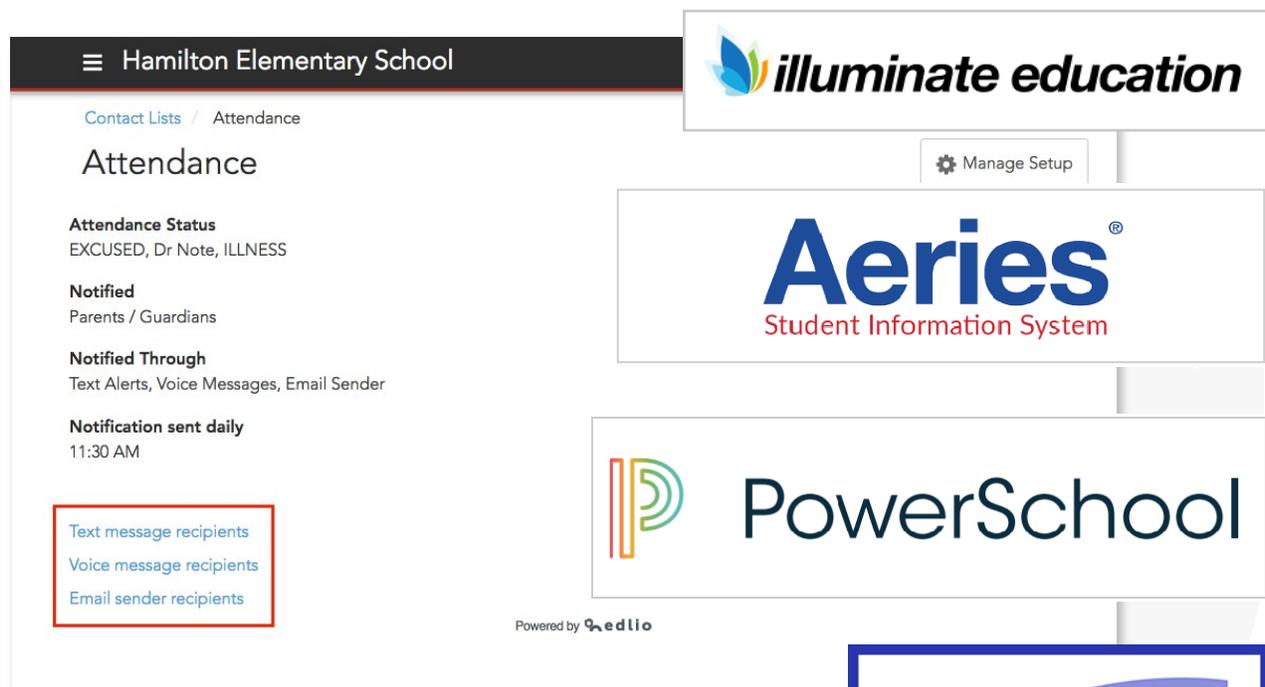
# SIS Integration, with Attendance Alerts

ADD-ON

Integrate your Edlio website with popular SIS services including Aeries, PowerSchool, Skyward, and Illuminate, and send attendance alerts from the admin site! SIS integration makes it easy to stay in touch with your community by giving you easy access to all of your contacts.

Features include:

- Linking multiple SIS accounts to one CMS account - great for districts
- Importing contacts from Aeries and PowerSchool without leaving the admin site
- Creating contact lists without downloading or uploading .csv files
- Searching for contacts with useful parameters like Enrollment Date or Birthday
- Creating and accessing custom contact lists for schools without SIS services
- Using custom contact lists for other features such as Email Sender and Voice Messaging
- Marking attendance and sending automated emails to parents when their child is absent



The screenshot displays the Edlio CMS interface for Hamilton Elementary School. The top navigation bar includes a hamburger menu and the school name. The main content area is titled "Attendance" and includes a "Manage Setup" button. Below the title, there are sections for "Attendance Status" (EXCUSED, Dr Note, ILLNESS), "Notified" (Parents / Guardians), "Notified Through" (Text Alerts, Voice Messages, Email Sender), and "Notification sent daily" (11:30 AM). A red-bordered box highlights three links: "Text message recipients", "Voice message recipients", and "Email sender recipients". To the right of the interface, three logos are stacked vertically: illuminate education, Aeries Student Information System, and PowerSchool. At the bottom right, the Skyward logo is also visible. A small "Powered by edlio" logo is located at the bottom center of the interface.

Available as an add-on to your Edlio CMS. Contact your Edlio representative for pricing. (A setup fee may apply.)



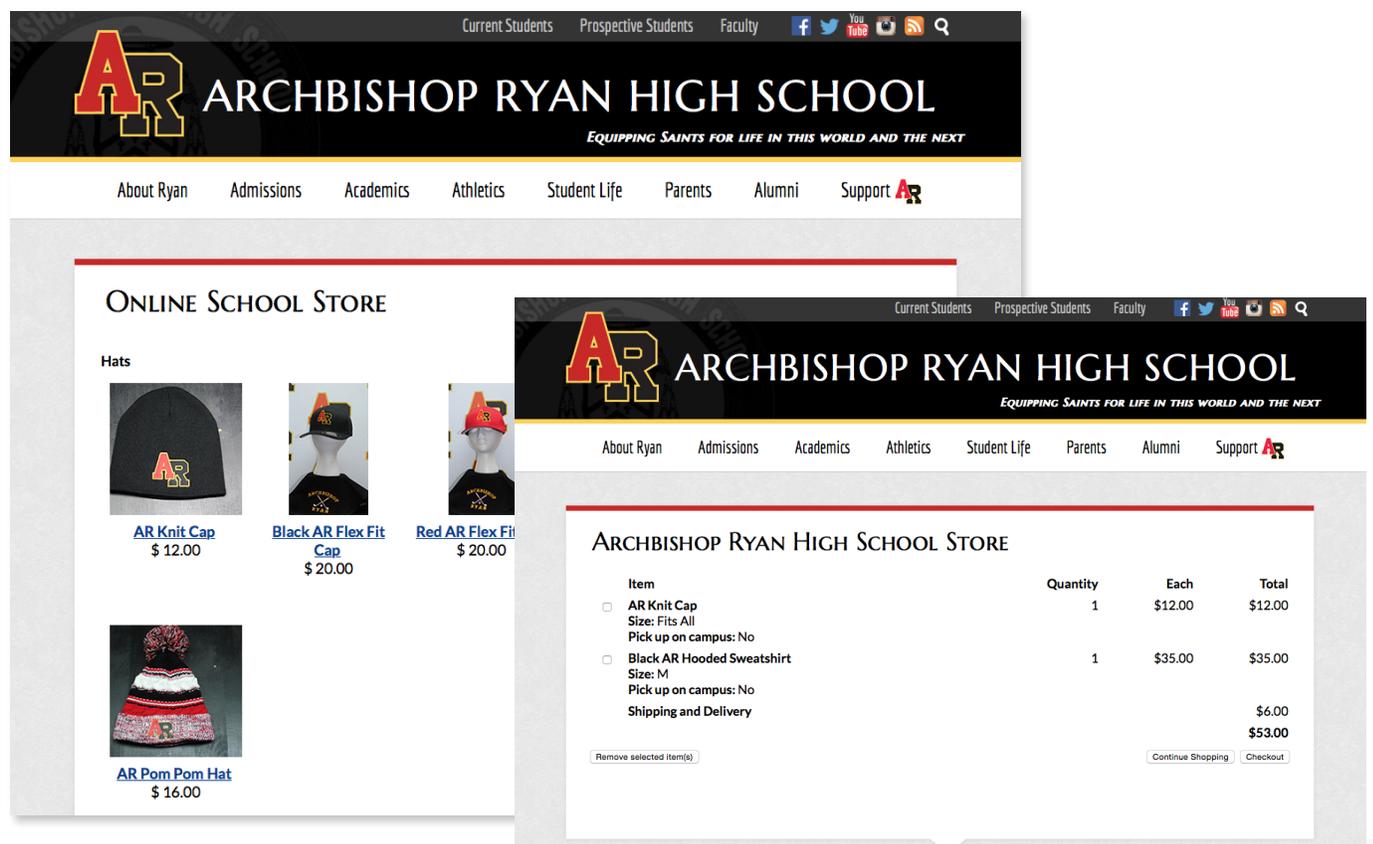
## Stores

ADD-ON

**Collect application fees or sell prom tickets and yearbooks (or all of the above!) with our online store module.**

- Collect orders and process payments on your Edlio website.
- View orders, issue refunds and export detailed spreadsheets directly in the admin system.
- Search transactions by name, credit card number, date, date interval and amount.
- Accept Visa, MasterCard, Discover, AMEX plus debit cards with Visa & MasterCard symbols

\*Requires PayFlow Pro gateway account & merchant account. Transaction fees apply.



Available as an add-on to your Edlio CMS. Contact your Edlio representative for pricing.

# Text Alerts

**ADD-ON**

Reach your entire school community with text alerts. Website administrators and select teachers can send text messages to specific groups (7th grade teachers, drama club members, Kindergarten parents...) or to everyone - it's an easy way to notify your community. With this built-in tool, you can:

- Send messages right from your Edlio admin site
- View statistics for text messages
- Send text messages immediately or schedule for later delivery
- Send messages to cell phones on all networks with text messaging capabilities
- Review all prior messages in the admin site and view statistics on sent messages
- Upload and save contact lists, so you can resend them messages
- Send messages to existing contact lists



Available as an add-on to your Edlio CMS.  
Contact your Edlio representative for pricing.

Announce / Text Alerts / New Alert

## Text Alerts

Recipients

Contact Lists:

Estimated send time: 3 seconds

Message

Hamilton High School:

Driveway paving tomorrow. Traffic diverted to 2nd Ave.

77 / 480

**i** Announce Messages containing more than 160 characters will be concatenated. This means that recipients will receive more than one message.

**i** Occasionally you may wish to remind recipients how to control message delivery: 'Reply STOP to opt out, START to opt in, and HELP for more options.'

Delivery Options

Send Now

Send Later

# Voice Messaging

**ADD-ON**

Use Voice Messaging to send voicemails directly to your community! Website administrators and select teachers can send voicemails to specific groups (4th grade parents, PTA members, drama club members...) or to everyone - it's an easy way to notify parents about school closures or other urgent messages. With Voice Messaging, you can:

- Send voicemails to anyone with a cell phone or landline
- Upload and save contact lists, so you can resend them messages
- Send messages to existing contact lists
- Send voicemails immediately or schedule for later delivery
- View sent messages statistics and activity
- Review all prior voicemails in the admin site
- Send messages using a text-to-speech service for audio

**Audio \***

Call me so I can record my message in my own voice.

Use the text-to-speech service to create the audio of my script.

Available as an add-on to your Edlio CMS. Contact your Edlio representative for pricing.

Announce / Voice Messages / New Message

### New Message

**Recipients \***

Contact Lists:

555-555-5555 x 310-555-5555 x 213-555-5555 x 707-555-5555 x

Estimated send time: 4 seconds

**Message Content**

**Subject \***  
For your records only.

**Script \***

**Audio \***

Call me so I can record my message in my own voice.

Use the text-to-speech service to create the audio of my script.

**Delivery Options \***

Send Now

Send Later

# Proposal

**Edlio, LLC**  
12910 Culver Blvd Suite I  
Los Angeles, CA 90066

Date: 04/20/2018  
Valid until: 05/11/2018

Quote: #2374121000110343962  
Vendor Number:

## Proposal for:

SYLVAN UNION ELEMENTARY  
605 SYLVAN AVE.  
MODESTO, CA 95350

## Prepared by:

Ailyana Barrera  
ailyana@edlio.com  
424-274-7079.

Product Name	Price
<b>Website CMS: District Wide Solution - Annual Fee</b> Edlio CMS for one year.	\$ 7,200.00
<b>Setup: Spike's Sketches Solution - One-time Fee</b> Selection from pre-made websites in Spike's Sketches. See Terms and Conditions for more details.	\$ 1,500.00
<b>Total:</b> (Due upon invoice receipt)	<b>\$ 8,700.00</b>
Total Annual Fees:	\$ 7,200.00
Total Setup Fees:	\$ 1,500.00

Prices listed above are based on a 3-year contract.

\*Spikes Sketches one time setup fee has a 60% discount applied if signed by May 11th, 2018

\*Free Forms add-on if signed by May 11th, 2018

No. of Websites included: 1

Initial:

## Terms and Conditions

### SETUP:

Included in the Setup fee is:

- Website Design: Three solutions offered (selection is designated in Products & Services above) are:
  - Custom Design Solution - Custom design created just for your organization. We provide a single design concept with up to three rounds of revisions based on your feedback (additional changes beyond the three rounds of revisions will incur an hourly design fee). Estimated project duration discussed is dependent on prompt replies to Edlio requests. Project begins when Edlio receives your completed questionnaire and logo file. Project ends with delivery of your admin and test websites, complete with migrated content (according to the sitemap provided).
  - Spike's Gallery Solution - Choose from designs in Spike's Gallery. Pick your top three designs and receive the top choice available. Selected design is updated with your organization's name, logo, colors, quick links, navigation and social media links (no revisions are made beyond these elements). Final design approval is made by you. Once you select a design, it is removed from Spike's Gallery. Estimated project duration discussed is dependent on prompt replies to Edlio requests. Project begins when Edlio receives your design selection, completed questionnaire, and logo file. Project ends with delivery of your admin and test websites, complete with migrated content (according to the sitemap provided).
  - Spike's Sketches Solution - Choose a design from Spike's Sketches. We will update the design with your logo and change the colors, fonts, and main menu items only, all collected over email (no dedicated project manager with this option.) No further revisions beyond these design elements. Estimated project duration discussed is dependent on prompt replies to Edlio requests. Project begins when Edlio receives your design selection, completed questionnaire and logo file. Project ends with delivery of your admin and public websites, ready for your content to be added.
- A dedicated project manager (PM) guides the website setup, design and launch. (For Spike's Gallery and Custom Design Solutions only. Not included with Spike's Sketches.)
- Content migration, according to the following rules (Included with Spike's Gallery and Custom Design Solutions. Not included with Spike's Sketches unless you opted to purchase the Content Migration add-on.):
  - Edlio provides an initial migration from client's old site(s) to the new one(s). Any further adjustments to client's content once it has been pulled over to the Edlio CMS is the client's responsibility.
  - Clients must provide a site map with links to pages they wish pulled. Items without urls will be set up as blank pages.
  - The organizational structure of content on your new Edlio website will be different from your existing CMS. Managing content in the Edlio CMS will be covered in your initial training.
  - Edlio will not rename files, reorder lists or reformat/edit text.
  - Items we will pull: static content (identity/history items, department pages, policies; dated publications like newsletters, strategic plans; board agendas & minutes; links (unless they are dead); photos (includes photo albums going back to 2012, if they are of reasonable size & easily downloadable, otherwise PM may request zip files to upload); and videos (if easily downloadable, otherwise PM may request individual files to upload)
  - Note about images: "Reasonable size" means wallet size or larger, not a thumbnail - this would exclude anything 250x250 pixels or smaller. Clipart and gifs are also excluded.
  - Items we will not pull: teacher pages; blogs; class pages; calendar items; current or archived news items; forms; and ancillary websites (i.e. booster club, PTA)
  - Edlio may recommend 3rd party services for file backup/site scraping (i.e. <http://webscraper.io/>) Client should be aware that Edlio is not responsible for any data loss during the transition period.
  - Note for DWS child accounts: we will pull up to 20 pages for each child account website. Additional pages may be requested for an additional fee. Client will provide a list of up to 20 pages for each child website by the date designated by the Project Manager.
- Training: Initial Edlio CMS training for administrators, teachers and staff (2-2.5 hour web conference training) is included.
- Domain name registration and renewal is included.
- Auto Launch: Upon delivery of contractual obligations with respect to the project, Edlio will launch the site on a new or existing domain. If the current domain remains in control of the customer, Edlio will purchase a new domain to launch the site/s. We will also assist in redirecting all existing domains at the request of the customer. Once sites are ready for launch, Edlio will make reasonable attempts to notify the customer of impending launch. Customers should notify their

Initial:

project manager immediately if launch should not take place. However, if no response is received by the project manager within 1 day, Edlio will move forward with launching site/s on the Edlio-purchased domain.

**HOSTING:**

- Cloud-based, fully-supervised, secure website hosting is included with Edlio CMS.

**TECHNICAL SUPPORT:**

- We offer ongoing, unlimited technical support to all staff members in your organization.
- NOTE: Online and phone Technical Support will not be available until the site(s) are launched.

**ADD-ONS:**

- If Stores or Donations add-on is selected, a Payflow Pro account and a merchant account are required. You may also opt to use Edlio's accounts and request checks be issued as needed. With either option, transaction fees apply.

**ADDENDUM:**

**AGREEMENT:**

**Contract Length: 3 year(s)**

By signing below, I acknowledge that this is an annual subscription and my organization is liable for payment for the full contract length specified above. If my organization received a discount and cancels before the end of the contract, we are liable for the non-discounted amount for the remainder of the full contract length. This includes any discounted setup fees. If my organization opted for a prorated term, I understand that we are also liable for that prorated amount.

I understand that we are liable for the first year's payment and one-time fees upon receipt of invoice. Annual invoices will be sent out up to 90 days before the anniversary date to allow sufficient time for your organization to submit payment no later than the 1st day of the annual subscription period.

I understand and agree to the terms laid out above.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Initial: \_\_\_\_\_