

KEY BENEFITS

- ▶▶ Photo submissions improve coverage
- ▶▶ Inclusion drives sales
- ▶▶ Online store makes it easier to sell
- ▶▶ Surveys add value to the publication
- ▶▶ Ad submission is easy
- ▶▶ Contests provide buzz & add value
- ▶▶ Photos create marketing opportunities

PHOTO HIGHLIGHTS ▶▶ Create buzz

Reward the great photographers and give everyone a great reason to come back often. Randomly cycle through any series of photos on the home page where they're sure to be seen by all visitors. Update these photos often to keep everyone coming back.

PHOTO GALLERY ▶▶ Make it fun

Collect a gallery of photos and make them available to everyone. Organize them by custom-selected categories to make it easy to find desired photos. Add to this gallery often and everyone will keep returning.

SUBMIT PHOTOS ▶▶ Include everyone

Photos are sent to the yearbook staff conveniently from school, home, or work. Everyone can contribute photos that may be included in the yearbook. More events and memorable moments can be captured and preserved forever. Every student and parent can reach into their shoeboxes and submit a photo online.

BUY THE YEARBOOK ▶▶ What a deal

Yearbooks are purchased easily and conveniently with the online store. Parents and students can use a credit card to make this purchase from school, home or work. No more bad cheques. Stay on top of sales with accurate transaction reports. Take difficult order information accurately and reliably, such as an optional personalization line on the cover for an additional price.

SUBMIT & BUY ADS ▶▶ What a deal

Yearbook ads are submitted and purchased easily and reliably with the online store. Parents or students can use a credit card to make this purchase from school, home or work. The ad submission is attached to the purchase and automatically checked for problems with image resolution or aspect ratio. Ad space is tracked automatically and made available on a first come basis.

SURVEYS ▶▶ Get the beat

Find out what everyone prefers or desires. Record some of this valuable information for historical and hysterical purposes. Setup surveys quickly and easily. Tabulate survey results automatically.

CONTESTS ▶▶ Get participation

Hold a contest, create tremendous awareness and get everyone to participate all at the same time. For example, a cover design contest can result in a product with instant demand. Another great contest example is a photo contest where all the photo enthusiasts come out of the closet and memorable moments are recorded forever.

ANNOUNCEMENTS ▶▶ Get the word out

Publish announcements that are interesting to everyone and give them another great reason to keep coming back often. It take no time to maintain when an expiration date is included and announcements are made available automatically as specified. Be sure to let everyone know about yearbook and ads going on sale.



Feature	Advantage	Benefit
Photo upload	Drag & Drop provides ease of use and the socket level protocol delivers a big speed-up for high res images.	Much faster and more reliable than typical http uploads.
e-commerce	Online credit card transactions are easy and convenient. Order reports provide complete and accurate information.	MC/Visa are currently supported. Transactions are secured with SSL.
Ad submission	Easy and creative ad submissions. Easy inclusion of ads in the yearbook. Accurate ad printing.	Higher customer satisfaction. No costly unexpected errors.
Flexibility, Reliability & Security	Full admin and access control functions, easy content updating and a high availability and secure server site.	No more programming. No more hardware disasters. No more security concerns.

REQUIREMENTS

- ▶▶ Internet Explorer 5.5 or higher
- ▶▶ AOL 7.0 or higher
- ▶▶ 200 Mhz Processor
- ▶▶ 128MB Memory
- ▶▶ Internet (Cable, DSL, Dial-up)

FUNCTIONS

- ▶▶ Online Store (Visa/MC)
- ▶▶ Submit Photos
- ▶▶ Photo Gallery
- ▶▶ Announcements
- ▶▶ Photo Highlights
- ▶▶ School Name & Photo
- ▶▶ School Mascot
- ▶▶ Local Weather
- ▶▶ Sign-up (registration)

SPECIFICATIONS

- ▶▶ This website is setup and customized for each school individually.
- ▶▶ The school has control of the local content that is displayed on their website.
- ▶▶ This website is optional – provided to schools that have signed a publishing contract.
- ▶▶ All functions are optionally included on the school website per customer request.

