

This agreement is entered into by Lee McAlilly, with an address of 100 S. 4th Street, #1 Brooklyn, NY 11211 and JSR Associates, Inc, with an address of 8191 Main Street, Ellicott City, MD 21043 ("Client").

I. Project Description

The purpose of this project is to build a website at www.withseniorsinmind.org for JSR Associates to promote and share the Senior Living Sustainability Guide (SLSG). As a part of this we'll create a logo, establish a brand identity, design the website, and code templates for a content management system or "CMS" for future maintenance and updates. It's important that the site be extendable and capable of accommodating new features in the future, such as an interactive survey and planning application. The site will be built with this long-term plan in mind.

This project includes the following

- Design a logo with web-safe typography and color palette
- Website design
 - Front-end design of templates and layout for each page of the site
 - Design will keep an eye towards ease-of-use, accessibility, and longevity
- Setup a Content Management System "CMS" for managing content in pages
 - Require users to sign up before downloading the SLSG (pdf + xls files)
 - Ensure that content is able to be updated through the CMS—text, photos, video, audio, etc.
- Ensure that code for <http://www.withseniorsinmind.org> works in all major browsers, adheres to industry best practices, and follows current web standards
 - Includes new html, css, and javascript templates
 - Includes new template code specific to the CMS that allows for flexible editing of content
- Ensure that the site's underlying structure—code, content, urls, metadata, and more—is optimized to enhance its ranking in search engines
- Upload all files and content to the new site
- Set up new hosting solutions for the site and point the domain name to this hosting account

Development Timeline

- 1 month

Additional Notes:

- **HTML/CSS/JavaScript/Ruby on Rails/PHP/Mysql and other technologies -**
These are the programming languages and technologies that will be used in creating the site
- **Estimated Recurring Costs**
 - Hosting for the site - \$20 per month

II. Schedule

- **Recommended Start Date:** March 1, 2011
- **Target Launch Date:** April 8, 2010

III. Project Cost

Design, Development, and Consulting: \$3,300

Estimated Software License Fee: \$300 (one-time fee)

Total Cost: \$3,600

Changes to Project Description: If the scope of the project expands beyond what is defined in this Project Description (i.e. additional features requested, flash animation, additional design work, additional development required to meet changing scope, etc.), client agrees to pay \$70 per hour for extra work required by changes to the scope/project description.

Software Requirements: This site could require purchasing a CMS software license. This software will enable you to edit and update the site and manage all areas. There may also be unexpected software needs as I develop the site if the functionality needs change.

Misc. Expenses: Miscellaneous expenses incurred during this project are not included in the total cost. A monthly hosting fee is an example of an expense not included in the cost. Other misc. expenses can include items such financial service fees, software, licensed images and fonts, or other custom licenses and assets that you may required to complete the project. Clients must cover these types of miscellaneous expenses directly, or I will invoice for these expenses on a case-by-case basis. All misc. expenses will be approved by the client before they are incurred.

IV. Payment

- \$1,100 due upon start of project (1/3 of total cost) with additional payments made in 2 monthly installments after completion of the project.

V. Optional Services - these services may be added at any time for the following rates:

- Site maintenance and miscellaneous development after launch is billed on an hourly basis

VI. Acceptance of Terms

The signature of both parties evidences acceptance of these terms.

Signature Certificate



Document Reference: BCC9R4IAA3MJK2EPAI2IVA

RightSignature
Easy Online Document Signing



Jane Rohde

Party ID: L8R695I9KJ2E7V7334ENR7

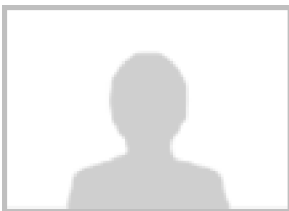
IP Address: 76.114.193.20

VERIFIED EMAIL: jane@jsrassociates.net

Electronic Signature:

Multi-Factor
Digital Fingerprint Checksum

bb345052dc2ffc726280d30fbd82e9eafba5bc



Lee M. McAlilly

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4c4e8bf572dc7928a09c6ccde5d362ccfb80e81b



Timestamp

2011-02-27 19:17:21 -0800

2011-02-27 19:17:21 -0800

2011-02-27 19:15:26 -0800

2011-02-27 18:29:16 -0800

2011-02-27 18:28:52 -0800

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2011-02-27 18:28:51 -0800

Audit

All parties have signed document. Signed copies sent to: Jane Rohde and Lee M. McAlilly

Document signed by Jane Rohde (jane@jsrassociates.net) with drawn signature - 76.114.193.20

Document viewed by Jane Rohde (jane@jsrassociates.net) - 76.114.193.20

Document signed by Lee M. McAlilly (leemcalilly@gmail.com) with drawn signature - 72.229.115.247

Document emailed to Jane Rohde (jane@jsrassociates.net)

Document viewed by Lee M. McAlilly (leemcalilly@gmail.com) - 72.229.115.247

Document created by Lee M. McAlilly (leemcalilly@gmail.com) - 72.229.115.247



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