

INSERTION ORDER

Buyer Media Contact:	Buyer Billing Contact:	Media Company Contact:
Name: Som Seng	Name:	Name: Rich Dent
Title: Marketing	Title:	Title: VP Product Solutions
Company: UMass Online	Company: UMass Online	Company: HigherEducation
Address: 1 Beacon St.	Address:	Address: 801 Congress Ave Suite 400
City: Boston	City:	City: Houston
State: MA	State:	State: TX
Zip: 02108	Zip:	Zip: 77002
Phone: 978.979.0901	Phone:	Phone Number: 410.227.7136
Email: sseng@umassonline.net	Email:	Email: rdent@highereducation.com

Lead Generation: Exclusive Link Out Campaign for UMass Online

Programs:

Program
Associate of Science in Information Technology
Associate of Science in Management
Bachelor of Arts in English
Bachelor of Arts in Psychology
Bachelor of Liberal Arts
Bachelor of Science in Business Administration
Bachelor of Science in Criminal Justice
Bachelor of Science in Information Technology
Bachelor of Science in Information Technology -- Second Degree
Master of Science in Engineering Management
Master of Science in Health Informatics and Management

CPL Cost: \$100

Targeting: MA only

Reporting

- Conversions – UMass Online form submissions provided to Higher Education on a weekly basis
- Enrollment/Application status to be provided by UMass Online on a monthly basis

Timing

- Estimated launch April 17th

Total Cost

- April \$5,000
- May \$5,000
- June \$5,000

*Buyer reserves the right to change lead caps by email notification.

*Buyer reserves the right to add programs by email notification.


Buyer Signature

4.17.19
Date

DocuSigned by:

Rich Dent
Media Company Signature

4/17/2019
Date



Client Initial 
Company Initial 

Exhibit A – Term Sheet

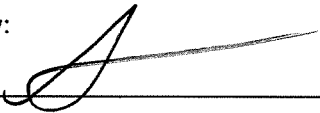
1. **Duration:** 2 years
2. **Dates:** July 20, 2017 – July 19, 2019
3. **Fees:**
 - a. **Licenses:** Two (2) authorized GlassPanel user licenses. Includes GlassPanel named user seat with eSignature technology.
 - i. **Base license (2):** \$49 per user per month
 - b. **Usage Fee:** \$1,000 per month
4. **Payment Terms:** Payments made via ACH, wire, or other electronic means shall reimburse EDDY for any fees incurred as a result of such payment method. Late payments bear interest at the rate of 1.5% per month, or if less, the highest rate permitted under law, after 30 days have passed from the invoice date. Additionally, Company is entitled to recover any reasonable sums expended in connection with the collection of amounts not paid when due, including but not limited to all collection agency fees and reasonable attorneys' fees. Payments shall be made within 30 days of receipt of invoice.

All terms on this Term Sheet shall supersede and take precedence over any prior Term Sheets to the GlassPanel Customer License Agreement between the parties.

IN WITNESS WHEREOF, each of the Parties has by its duly authorized representative signed and entered into this Agreement as of the day and year first above written.

UMASSONLINE

By:

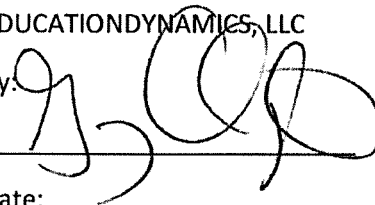


Date:

12/14/17

EDUCATIONDYNAMICS, LLC

By:



Date:

12-1-17



EducationDynamicsSM

Prospecting Services

eLearners[®].com

EarnMyDegree[®].com



GradSchools.com

**education
connection**

October – June FY2018 IO – Graduate & Certificate Programs

Order Date: 01/11/2017	Advertising Agreement #: ED20100103PS
Advertiser: EducationDynamics	Client Name: UMass Online

This Addendum (this "Addendum") is made as of 06/04/2018 (the "Addendum Date") to the Advertising Agreement (the "Agreement"), dated 03/01/2010 by and between *EducationDynamics, LLC*, ("*EducationDynamics*") and UMass Online ("Advertiser"). Capitalized terms used herein have the same meaning as in the Agreement unless defined otherwise herein. All terms and conditions of the Agreement are unchanged, except for the following:

- *UMass Online* shall continue to purchase **Premier** leads and shall pay \$70 per Degree & \$45 per Cert.
- *UMass Online* shall continue to purchase **Gold** leads and shall pay \$40 per Degree and \$35 per Cert.

Month	Degree Level	Caps	CPL	Total
October	Elearners Degrees (Premier)	50	\$70	\$3,500
	Elearners Certs (Premier)	50	\$45	\$2,250
	Education Connection Degrees (Gold)	187	\$40	\$7,480
	Education Connection Certs (Gold)	120	\$35	\$4,200
November	Elearners Degrees (Premier)	50	\$70	\$3,500
	Elearners Certs (Premier)	50	\$45	\$2,250
	Education Connection Degrees (Gold)	180	\$40	\$7,200
	Education Connection Certs (Gold)	116	\$35	\$4,060
December	Elearners Degrees (Premier)	100	\$70	\$7,000
	Elearners Certs (Premier)	71	\$45	\$3,195
	Education Connection Degrees (Gold)	275	\$40	\$11,000
	Education Connection Certs (Gold)	190	\$35	\$6,650
January	Elearners Degrees (Premier)	155	\$70	\$10,850
	Elearners Certs (Premier)	180	\$45	\$8,100
	Education Connection Degrees (Gold)	200	\$40	\$8,000
	Education Connection Certs (Gold)	200	\$35	\$7,000
February	Elearners Degrees (Premier)	40	\$70	\$2,800
	Elearners Certs (Premier)	50	\$45	\$2,250
	Education Connection Degrees (Gold)	120	\$40	\$4,800
	Education Connection Certs (Gold)	115	\$35	\$4,025
March	Elearners Degrees (Premier)	32	\$70	\$2,240
	Elearners Certs (Premier)	49	\$45	\$2,205
	Education Connection Degrees (Gold)	92	\$40	\$3,680
	Education Connection Certs (Gold)	113	\$35	\$3,955

April	Elearners Degrees (Premier)	100	\$70	\$7,000
	Elearners Certs (Premier)	89	\$45	\$4,005
	Education Connection Degrees (Gold)	283	\$40	\$7,320
	Education Connection Certs (Gold)	172	\$35	\$11,320
May	Elearners Degrees (Premier)	100	\$70	\$7,000
	Elearners Certs (Premier)	74	\$45	\$3,330
	Education Connection Degrees (Gold)	275	\$40	\$11,000
	Education Connection Certs (Gold)	155	\$35	\$5,425
June	Elearners Degrees (Premier)	125	\$70	\$8,750
	Elearners Certs (Premier)	149	\$45	\$6,705
	Education Connection Degrees (Gold)	325	\$40	\$13,000
	Education Connection Certs (Gold)	268	\$35	\$9,380

IN WITNESS WHEREOF, the parties hereto by their duly authorized representatives have executed this Addendum as of the Addendum Date set forth above.

Education Dynamics
Signature: <i>A. Heather Bostwick</i>
Name: Heather Bostwick
Title: Senior Director, Client Services
Date: 06/04/2018

UMass Online
Signature: <i>[Signature]</i>
Name: <i>Sam Sung</i>
Title: <i>DM</i>
Date: <i>6/11/18</i>