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*Aerospace Edge LLC (Confidential & Proprietary)*

*ASE-INT-240624-0001*

*Website Hosting & e-Marketing Support Services*

*Your source for aerospace industry marketing communication & business development*

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# Overview

Aerospace Edge LLC offers a comprehensive group of services to support development, hosting, operation and support of websites and e-Marketing for small business marketing communication in the aerospace and defense market business sectors.

# Website Development, Management & Hosting Services

Aerospace Edge LLC offers website design, hosting, operation and support, as well as comprehensive email and domain security services. We offer high performance, state of the art VPS (Virtual Private Server) commercial web hosting along with real-time cloud-based DMARC (Domain-based Message Authentication, Reporting & Conformance) analysis.

Aerospace Edge VPS Hosting plans are powered by InMotion Hosting, built with the fastest SSD storage and have total data redundancy for a fast, reliable environment, as described in **Table 1: Website & Domain Hosting Functionality**. SSD storage enhances business operations by significantly improving server performance compared to traditional HDD storage solutions. Elevate your website’s speed and enhance customer satisfaction with InMotion SSD VPS hosting offered by Aerospace Edge. As a part of the VPS hosting environment, we also offer state-of-the-art brute force attack protection.

We are equipped to protect our clients’ domains and sites from a variety of identity theft attacks, including spoofing, hacking, trojan horse, site piracy and similar threats, which unfortunately, are rampant in the contemporary Internet environment. For this service, we use PowerDMARC, also described in **Table 1: Website & Domain Hosting Functionality**, a cloud-based security service designed to help businesses secure domain emails from spam, spoofing, phishing, and other online threats. The platform utilizes artificial intelligence (AI) technology to automatically convert XML data into charts, numbers, and graphs, enabling users to view and evaluate related metrics.

Our website technology is based on WordPress, estimated to host over 43% of all websites by the end of 2023. We equip our websites with a complement of effective and up-to-date plugins, and we monitor update and security status on all plugins on a regular basis.

Licensed Plugins are offered in the following categories, described in **Table 2: WordPress Plugin Functionality**:

* Content Management & Formatting
  + Elementor Pro
  + Crocoblock Jet Elements
  + Prime Slider Pro
* Search Engine Optimization (SEO)
  + All-in-One SEO (AIOSEO) Pro
* Privacy & Security
  + Complianz Pro
  + Loginizer
  + Really Simple SSL Pro
* Content Utilities
  + Download Monitor Pro
  + TablePress
  + WP Mail SMTP
* Utilities
  + Go Live Update URLs Pro
  + Folders Pro
  + Media Sync
  + Media Library Recovery Pro
  + Advanced Database Cleaner Pro

**Aerospace Edge offers comprehensive website content management services based on package pricing, for the tools outlined in this section, for the initial website design and operational launch, and for ongoing monitoring and management. We ensure that your website operates smoothly, loads quickly and resists hacking and intrusion attempts to the level possible given the state of the art tools employed. Pricing for the various packaging is presented in the Pricing Plan section, starting on page 13.**

Table 1: Website & Domain Hosting Functionality

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| --- | --- |
| **Hosting Functionality** | **Description** |
| **VPS Hosting Services** | **Aerospace Edge VPS Hosting plans are powered by InMotion Hosting, built with the fastest SSD storage and have total data redundancy for a fast, reliable environment. SSD storage enhances business operations by significantly improving server performance compared to traditional HDD storage solutions. We boost your website’s speed and enhance customer satisfaction with InMotion SSD VPS hosting offered by Aerospace Edge.** |
| **Power DMARC** | **PowerDMARC is a cloud-based email security software designed to help businesses secure emails from spam, spoofing, phishing, and other online threats. The platform utilizes artificial intelligence (AI) technology to automatically convert XML data into charts, numbers, and graphs, enabling users to view and evaluate related metrics.**  **PowerDMARC includes a setup wizard, which lets enterprises configure domain names and policies to establish domain-based message authentication, reporting, and conformance (DMARC) protocols across email servers. Its built-in threat intelligence engine allows organizations to identify and block malicious sources by monitoring details like IP, hostnames, and domain abuse history using threat maps. It also offers other features such as subdomain auto-detection, forensic reports, two-factor authentication, real-time alerts, and more.**  **PowerDMARC generates aggregate reports, which let administrators detect and resolve authentication issues by evaluating information related to senders, hosts, organizations, geolocations, countries, and other attributes. Managers can also generate and share PDF reports with internal and external stakeholders.** |

Table 2: WordPress Plugin Functionality

| **Plugin Functionality** | **Description** |
| --- | --- |
| **Elementor Pro** | **Elementor is a drag-and-drop WordPress page builder plugin designed for the creation and management websites and landing pages quickly, without reliance on the more primitive WordPress Block Editor. Numerous design elements are included with Elementor, including live previews for text, photos, icons, maps, posts, testimonials, and more. Additionally, it has specific modules for online stores that enable us to quickly construct sales sites to meet your market needs.** |
| **Crocoblock Jet Elements** | **We offer the Jet Elements plugin to create diverse kinds of content and to display information in an attractive and convenient way on your website. We use Advanced Carousel, Slider, Images Layout, Portfolio, Image Comparison, Instagram, Banner, and Inline SVG widgets for showcasing images, photos, and creative portfolios in a beautiful form. We boost impressions of your website with Animated Box, Scroll Navigation, Animated Text, Headline, Dropbar, and Countdown Timer widgets dedicated to visual effects. With a dynamic Posts widget for Elementor, we can display any publication in the most well-structured form and liven up your blogging pages. It has everything you need to display posts archives. In order to better present your business on the web, we use Services, Price List, Pricing Table, Testimonials, Team Member and Logo widgets, creating a perfect image of your company. we can organize content and showcase numerical data thanks to Table, Pie Chart, Progress Bar, Circle Progress, Vertical Timeline, and Horizontal Timeline widgets. With these widgets for Elementor, you are able to deliver any information in a simple and comprehensive way. For downloading or redirecting, we use the Button widget or another widget called Download Button. For an online store based on WooCommerce, Jet Elements provides the following widgets: WooCommerce Recent Products; WooCommerce Featured Products; WooCommerce Sale Products; WooCommerce Bestsellers; WooCommerce Top Products; WooCommerce Products.** |
| **Prime Slider Pro** | **We use Prime Slider Pro to bring your slide shows to life, enhancing an Elementor-powered site with visually appealing and functional sliders. Its integration with WooCommerce, diverse widget selection, and user-friendly interface make it a versatile tool for website enhancement.** |
| **AIOSEO Pro** | **All in One SEO is an all-inclusive SEO Optimizer, Smart Sitemaps, Local SEO, WooCommerce SEO, and other Advanced SEO Modules. AIOSEO makes it easy to set up the proper SEO foundations quickly and efficiently, and to maintain these foundations as the website evolves. Our smart setup wizard optimizes each website’s SEO settings based on the unique site profile. AIOSEO optimizes website pages for higher rankings with TruSEO score. TruSEO Score gives us a more in-depth analysis into site optimization efforts than just a pass or fail. The actionable checklist helps us to unlock maximum traffic with each page. All in One SEO offers seamless integration with popular social media platforms like Facebook, Twitter, Pinterest, and more. AIOSEO also makes it easy to connect with Google Search Console, Google AMP, and integrate with many popular WordPress plugins including WooCommerce, MemberPress, and more.** |
| **Complianz Pro** | **Complianz Pro is a self contained privacy management plugin, updated regularly to conform to the latest regional, national and international standards for managing consent to use of visitor information.  Complianz Pro offers the following features: Extensive Cookie Scan, 250+ Service & Plugin Integrations, Script Center, Proof & Records of Consent, Data Request Processing, Google Consent Mode V2, TCF Version 2.0+, Google CMP certified, Google & Matomo Tag Manager, AMP Custom CSS & HTML Templates, Premium Support, and regular legal & technical updates.** |
| **Download Monitor Pro** | **WordPress is a great platform for content and file sharing with users. Its default features help upload downloadable files and make them accessible to the audience. But WordPress has limitations in embedding and selling digital downloads on a website and lacks comprehensive file management capabilities. The Download Monitor plugin is one of the best digital product management and selling plugins for WordPress. It enables users to add multiple files and specify their versions, making it particularly suitable for software downloads. You can effortlessly upload a new file from your computer or select one from the media library. Download Monitor features a user-friendly interface for managing downloads, supports various file types, allows tracking of download statistics, offers customizable templates for download pages, and allows tracking of email addresses of visitors initiating downloads.** |
| **Loginizer** | **Loginizer is a WordPress plugin that adds a much needed layer of security to your WordPress site. Loginizer is built to secure the core of your WordPress with multiple features like Bruteforce protection, 2FA, Captcha, and MD5 Checksum validation. Loginizer offers BruteForce Protection, to get protection from hackers' repeated attempts to gain access to your account, reCaptcha, to protect your website from fraud and abuse using complex challenges to block malicious activities on websites, LockOut, to initiate Auto LOCKOUT for IPs after a max number of failed attempts, Two Factor Authentication, for email, mobile, or authenticator apps for more secure logins, enforce Black/Whitelist IP, by creating a list of trusted/untrusted IP addresses such as users and websites are allowed/blocked to login to the website, maintains Detailed Logs, recording failed attempts and all other suspicious activity with Loginizer to easily monitor them on the go.** |
| **Really Simple SSL Pro** | **Really Simple SSL automatically configures each website to use SSL to its fullest potential and uses extra security features to protect the website, and offers a server health check to keep all installed plugins up-to-date. Key features include: Easy SSL Migration: Takes your website to HTTPS in just one-click; Server Health Check: Your server configuration is every bit as important for your website security; WordPress Hardening: Tweak your configuration and keep WordPress fortified and safe by tackling its weaknesses; Vulnerability Detection: Get notified when plugins, themes or core contain vulnerabilities and need appropriate action. In addition, we improve Security in a preventative sense with Really Simple SSL Pro features such as: Mixed Content Scan & Fixer. Detect files that are requested over HTTP and fix it - both Front- and Back-end; Security Headers:  These features mitigate the risk of clickjacking, cross-site-forgery attacks, stealing login credentials and malware among other; protects your website visitors with X-XSS Protection, X-Content-Type-Options, X-Frame-Options and Referrer Policy; enables HTTP Strict Transport Security and configure your site for the HSTS Preload list; offers Advanced Security: isolates your website from unnecessary file loading and exchanges with third-parties; fully control your website and minimize risk of manipulation: control third-parties with the Content Security Policy – including Learning Mode; control browser features with the Permissions Policy e.g. geolocation, camera’s and microphones; isolate information exchange between other websites. Fully control in- and outbound of data; Advanced Hardening; choose a custom login URL; rename and randomize your database prefix; change the debug.log file location to a non-public folder; disable application passwords; control admin creation; disable HTTP methods, reducing HTTP requests.** |

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| **TablePress** | **We offer TablePress, which allows creation, editing, and management of data tables. Includes live sorting, pagination, searching, and more interactivity for site visitors. Supports use of any type of data, including images, links, and math formulas. Imports and exports tables from/to Excel, CSV, HTML, and JSON files or URLs. Supports embedding of tables into posts, pages, or other site areas using the block editor or short-codes.** |
| **WP Mail SMTP** | **The WP Mail SMTP plugin resolves WordPress email delivery problems by changing the way the WordPress site sends email. WP Mail SMTP reconfigure the wp\_mail() function to use proper SMTP host credentials or an SMTP mail provider. With the built-in SMTP mail provider integrations, emails are sent using the provider’s direct API. Even if the web host is blocking SMTP ports, emails will still be sent successfully.** |
| **Go Live Update URLs Pro** | **Allows changing the domain of a website easily and reliably, by going through the entire site and replacing all instances of an old URL with a new one.**  **Features:**   * **Database table by table selection.** * **Updates serialized data in core tables.** * **Easy to use admin page – which may be found under Tools.** * **Works on both multisite and single site installs.**   **Updates entire site including Posts, Pages, Image URLs, Excerpts, Post meta data, Custom post types, Widgets and widget data, Options and settings** |

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| **Folders Pro** | **Folders Pro is a WordPress plugin that enables users to organize all of their Pages, Posts, and Media files in folders. Easily drag and drop items into directories and change the folders tree view (hierarchy).**  **Use Folders plugin to organize WordPress content:**   * **Keep all of your media files organized in folders including photos, videos, music, main website pages, and blog posts. Place media in multiple folders.** * **Quickly upload pages, media, and content to your WordPress and easily organize them into directories.** * **Mark certain folders as important to quickly find the content you need for your WordPress projects.** * **Media replace: replace media files with other files. Whenever you replace media, the change will reflect throughout your website on all your pages, posts, etc.** |
| **Media Sync** | **This plugin allows examination of all files within the uploads directory to determine which ones are present in the Media Library and which ones are unused. You can then choose the files to import into the database, thereby including them in the Media Library. FTP can be used to upload files directly to the uploads directory and subsequently add these files to the Media Library avoiding any file size limitations.**  **Media Sync Pro features**   * **Revised incremental scan: Allows scanning and importing unlimited number of files.** * **Quick single directory rescan: Easily rescan one directory to find new files or apply a different filter without reloading the whole page.** * **Advanced filters: Find any file by customizing all default filters, search for a specific file type (images, videos, etc.), skip by tailor-made rules, or enter any custom pattern.** * **Schedule automatic imports: Select a desired interval and let the plugin automatically import any new files it finds.** * **Import logs: View the history of manual or scheduled imports.** * **Limit plugin access: Limit plugin access to a specific role.** |
| **Media Library Recovery Pro** | **Media Library Recovery allows restoration of existing image media files from the uploads folder and reinsertion into the WordPress database. Individual image files can be selected for recovery, or the available filters and navigation tools within the Media Explorer can be used to speed up the process** |
| **Advanced Database Cleaner Pro** | **During normal WordPress maintenance activities of removing plugins & themes, leftovers will be accumulated in the database and will influence website performance. This unnecessary data must be cleaned to reduce the size of the database and to improve efficiency when accessing database tables. In addition, backup files will be produced more quickly and will be smaller. Advanced Database Cleaner Pro removes those leftovers and perform a deep database clean up and optimization**  **Features:**   * **Standard clean-up** * **Scheduled clean-up** * **View items before clean-up** * **Optimize Database** * **Schedule optimization** * **View & clean CRON tasks** * **View & clean options** * **View & clean tables** * **Clean up orphaned options** * **Clean up orphaned CRON tasks** * **Clean up orphaned tables** * **Filter & search for items** |

# e-Marketing Services

Aerospace Edge LLC offers a comprehensive group of services to support development of marketing collateral and distribution of this collateral in focused email distribution, for the aerospace and defense market business sectors.

# Aerospace Edge will create an effective, professional outreach program using:

# - Press Communication

# - Mailchimp

# - LinkedIn

# - Social Media

## Press Communication

# Aerospace Edge will include our client’s press contacts with our proprietary press list to inform industry press with important company announcements, product reveals and other newsworthy development. Aerospace Edge has a proven track record of achieving placement in industry publications.

## Mailchimp

# Using Mailchimp, Aerospace Edge will integrate your current email lists and augment this list with a curated contacts likely to be interested in our client’s communication. Aerospace edge will generate a periodic messaging campaign to engage with and inform customers of important announcements, events and activities.

# If our clients prefer another email service, such as Constant Contact, Aerospace Edge will accommodate and optimize communication through other services.

## LinkedIn

# Aerospace Edge will develop, or use your existing, LinkedIn presence to reach our clients customers, followers and friends through this platform.

# Pricing Plan

Aerospace Edge LLC prices services on a packaged basis, based on client needs.

## Pricing Structure

## Web Marketing & Hosting Services Pricing

## e-Marketing Pricing

Aerospace Edge considers e-Marketing service as a core component to the overall support that we provide our clients. As such, withing reasonable limits, press release, professional social media and email communication are included in the basic contract with our clients.

Specific recurring subscriptions services such as Mailchimp will be billed at cost.