

# What our customers say about us

## Testimonials

“ SNO clearly understands the needs of high school papers like ours, and through the SNO FLEX platform they have given us all the tools, support, and freedom to build and run whatever site we can imagine.

- Elizabeth Wilson, Annandale High School

“ The SNO online help and training materials are excellent, and in the unlikely event your question is not covered there, you can submit a support ticket and your question or problem will be dealt with promptly, honestly, patiently, efficiently, knowledgeably, and informatively.

- Rob Melton, NW Scholastic Press

“ Thank you for your help this semester. I could not have done this without your assistance. Honestly, you all were the best investment ever. I am thrilled and honored to have worked with SNO. Your speedy feedback and problem solving go unmatched to any other site or vendor.

- Debra Klevens, Parkway West High School

“ School Newspapers Online offers the most amazing technical support. Any newspaper adviser will tell you how important—and limited—time is when it comes to the efficiency of a school newspaper. Tom and Jason offer quick and precise support every time we run into a technical challenge with our school's site. In the two years since we took our school newspaper online, Tom and Jason have consistently provided us with amazing service and we are 100% satisfied with their hosting service.

- Trevor S., Pegasus, Chugiak High School

“ I have been with School Newspapers Online since March of 2010. In that time I have been nothing short of amazed at the high quality of work that they do, the service they provide to scholastic journalism, and the level of service they provide.

- Jeff B., The Mirror, Coldwater High School

“ To all the folks at SNO, thank you so much for the incredible platform and support you provide. In less than 18 months, we transitioned from a print newspaper to an online version that is now a Pacemaker finalist. It would not have been possible were it not for SNO. Thank you.

- Brian Higgins, The Red Ledger, Lovejoy High School

“ School Newspapers Online has been amazing. In addition to hosting the best product around, the service is quick, professional, and friendly. We at thelanderforum.com are very satisfied.

- Dr. Robert Stevenson, Lander University

“ I am so relieved to have the SNO infrastructure. Thank you for making my job as a high school journalism adviser so much more manageable.

- Michelle H., The Borah Senator, Borah High School



Founded by a journalism adviser, the SNO WordPress platform provides the best online publishing solutions and support for scholastic journalism programs.

Visit [www.snosites.com](http://www.snosites.com)  
to request a test drive

## School Newspapers Online

URL: [www.snosites.com](http://www.snosites.com)

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## ■ We make it easy

**We know how overwhelming changing technology can be** — our services are designed to take care of all the technological challenges for you so that you can focus on what matters most: journalism. We'll be there to help you by answering any type of question you have regarding the use, design, maintenance, and function of your website. Our **SNO FLEX platform for WordPress is built with the user in mind**; even those unfamiliar with web publishing will **find our publishing platform simple to use**. We'll help you prepare your students for the ever-changing world of modern journalism and help make your school newspaper relevant in today's digital age.

## ■ Support

As your staff turns over on a yearly basis, we'll always be there to help get ready for a new year and to make sure your new staff is ready to start publishing. **We have instruction manuals and video tutorials** to guide you and your staff through all the tools and features built into your site. And our support doesn't stop there. If there's ever anything you can't figure out or need help with, you can submit a support ticket, and we'll make sure you get a reply within 1 to 4 business hours, or maybe even sooner, and there's no limit to the number of tickets you can submit.

## ■ Hosting

Good hosting matters. Our sites are all hosted on clusters of Rackspace Cloud servers, ensuring that your site is always up and always loads fast. Our hosting platform is built with redundancy and built to scale, **so whether you have 100 visits per day or 100,000 visits per day, our servers are ready**.

## ■ Included features

- Slideshows and Photo Galleries
- Advertising Options
- Social Networking Tools
- Drag and Drop Homepage
- Multiple Carousel Options
- Unlimited Photo Uploads
- User and Role Management
- Style and Design Tools
- Large Font Library
- Video Embeds
- Polls
- Event Calendars
- Threaded Comments
- RSS Feed
- Site Analytics

## ■ Included services

- Domain Registration
- DNS Management
- Hosting
- Website setup
- WordPress Installation
- SNO FLEX Configuration
- Unlimited Support
- Instruction Manual
- Video Tutorials

## ■ We know what you need

Unlike any other WordPress theme you will find, SNO FLEX was shaped around feedback from programs like yours to meet the specific needs of scholastic journalism publications.

## Our platform includes...

- **Responsive design.** No need for apps or mobile plugins. SNO FLEX automatically adapts your content to display properly on any sized device. Add your content once; allow your readers to access it however they want.
- **Drag and drop homepage.** With SNO FLEX, your entire homepage is made up of widgets that can be easily placed in any location, giving you ultimate control of the look of your site.
- **Clean, readable design.** We pay attention to the reader's experience. The SNO FLEX story pages are beautifully designed and can be enhanced with embedded polls, videos, photo galleries, pull quotes, and related stories.
- **Staff profiles.** The SNO FLEX staff profile feature brings together all of the stories, photos, and videos created by a staff member into a comprehensive portfolio page.
- **Easy slideshow creation.** Creating a compelling slideshow with SNO FLEX is a snap. Simply upload your images, and SNO FLEX does the rest.
- **Ultimate control.** It's your website; it should have your personality. With SNO FLEX, you can quickly change any color or font on your site with a couple of clicks, or you can choose from a set of preset design options, which can be further customized. You decide how you want your site to look.

## ■ Who we are

Launched in the summer of 2008 by Jason Wallestad and Tom Hutchinson, SNO Sites (School Newspapers Online) is a company based in Minnesota's Twin Cities. We focus specifically on the needs of scholastic news publications looking to create or enhance their presence on the Internet. Jason has been a high school newspaper adviser and teacher for over 17 years and is currently the journalism teacher and Knight Errant newspaper adviser at Benilde-St. Margaret's School in St. Louis Park, Minnesota.

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