

Ideon Media

*Site-specific campaigns at RON prices*

Sections

*Homepage*

- Slider with six core verticals
- News
  - o (Collective Media does a good job of homepage design)

*The following six sections are BOTH in the homepage slider AND in an HTML nav bar*

- Beauty
- Cooking
- Parenting
- Entertainment
- Video
- CPC

Note that the above six sections will probably increase to 8-10 over the next year or two, so design should be extensible.

*These sections are in the bottom nav area:*

- About us
- Contact Us
- Management Team
- News
- Careers

## **Competitive Sites**

- Collective Media (collective.com).
  - o Flash slider is great – use same for main sections
- Olive Media (olivemedia.ca)
  - o Use of white and bright pictures is stunning