1. 1,000 x 250 pixel banner in three versions. They will make a single rotating banner on a web page. White background (no border)
2. Version 1
   1. Headline: High Quality Content
   2. Sub text: Standards-based, Huge Item Bank, Dynamic Math Item Generator, All Original Reading Passages
   3. Screen shots: 1 math, 1 reading
3. Version 2
   1. Headline: Computer or Tablet
   2. Sub text: Completely Online; No Software
   3. Sub text: iPad or Android
   4. Screen shots of LF in iPad, Android tablet, laptop, desktop monitor
4. Version 3
   1. Headline: Easy to Use
   2. Sub text: Fun and Engaging; Self-Paced; Goal Oriented
   3. Screen shots: Game screen