

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