

Level_0

Level_1

Level_2

Home Template
0.0_Home

- Accountable Media

Features:

- Hero Panel (3)
Visual Slider No Links **A**
- Intro (primary/Fixed content) **A**
- Module 1 Trends
(Flexible Content Highlight Module) **B**
- Module 2
(Secondary)
(Flexible Content Highlight Module) **B**

Navigation

- Solutions/Services **D**
- Key Facts **D**
- The Team **D**
- Careers **D**
- In the News **D**

Utilities

- Global Site Search **D**
- Contact Us **D**
- Icons
FB/LI/TW/G+ WWW **D**
- Intranet/Login **D**

Display/Placemnt Importance

- A** Primary
- B** Secondary
- C** Supporting (Smaller)
- D** Visible Global/Utility/Navigational

Major Content Sections

Flexible Content Modules
To be used appropriately in certain sections

Speed

- 1 Click Access →
- 2 Click Access - - - - - →

Solutions Overview 1.0
Applications and Benefits
accountable media solutions

Services/Capabilities

- Planning
- Consumer Intelligence
- Media Buying
- Emerging Media
- Media Operations Consulting
- Data Access
- Analytics
- strategy
- Media Investment
- Research & Analytics
- Hyper-Local Strategies

Video Trends Formula/Success

Key Facts Overview 2.0

Partners Clients

Team Leaders Overview 3.0

Culture of Commitment Careers 4.0

Article Events
Video Photos
Jobs

- Event Module (Photos)
- Job Postings
- In the News Module
- Best Places to Work
- Special events

In the News 5.0
(Press Release)
Primary Filter screen with additional links

Links

Trends Overview 6.0

Article Links

with additional links
White papers. or
Research Docs.

Contact Us 7.0

Accountable Media Story 1.1

3 Videos Video

(Tell story)
- Accountable Media
- Culture of Commitment
- Cost Down, Engagement Up

Culture of Commitment 1.2
Primary Filter screen with additional links

Current Event Article Video

Client Testimonials 1.3

Video

Cases 1.4
Accountable Media in Action 2-3 Pages (Detailed)

Video/Write-up

Formula for Success 2.1
Costs down. Engagement up

Partners 2.2
List

Clients 2.3
List

Locations 2.4

Bios 3.1 - 3.8
8-10 Pages

Job Listings 4.1
1-2 pages
Link out to www

Videos 4.2
A Peek Inside Internal/Culture
Fun viewpoint on uniqueness of culture

Testimonial Videos

Events at ID Media 4.3
Photo Events/Albums Internal/Culture

Photos

Best Places to Work 4.4
(Recognition)

Archived News 6-8 pages

Archived Articles 1-2 pages

Search Result Page 0.1
Internal Site Search Only

Global Navigation Dropdown access

Solutions/Services

- Solutions 1.0
- Services 1.0
- Accountable Media 1.1
- Culture of Commitment 1.2
- Client Testimonials 1.3
- Case Studies 1.4
- Trends 7.0

Global Navigation Dropdown access

Key Facts

- Key Facts Overview 2.0
- Formula for Success 2.1
- Partners 2.2
- Clients 2.3
- Locations 2.4

Navigation Dropdown access

The Team 3.0

Global Navigation Dropdown access

Careers

- Careers Overview 4.0
- View Jobs 4.1
- Videos 4.2
- Photo Album 4.3
- Best Places to Work 4.4
- Culture of Commitment 1.4

Global Navigation Dropdown access

In the News 5.0

Global Navigation Dropdown access

Contact Us 7.0

Global Navigation Dropdown access

Search 0.1

Modules Types

- Video Accountable Media
- Video Client testimonials
- Culture of Commitment/Employees
- Trends (Formula for Success)
- Trends (Article White Paper/Research)
- Culture (Article)
- Clients (Logos)
- Photo Albums