Information Architecture.

Option: A
Level: 0
Solutions: 0_0 Filter Screen
Template: 1

What Search Engines display-not visible on the page:
(Meta Title with focus on Accountable Media)
(Meta Description with description that supports positioning/keywords)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Page Title (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)
(Keyphrase\Anchor link: Cost down, engagement up)

Trends (module)

Article
1-2 sentences
Flexible Interchangeable Module

Keyword Embedded LInk B

Smart Feed (module)

Client Showcase

Keyword Embedded LInk B

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
Solutions: 1_0 Filter Screen for Section
Template: 1

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Solutions and Services (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content

Service Listings and descriptions.

Services/Capabilities

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

1.6

Formula for Success
Costs down, engagement up

Interchangeable Module

1.4

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Position Story-Videos: 1_1
Template: 4

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Accountable Media Solutions (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content

Accountable Media Story
Identify. Deliver.
1.4.1

Cost down, engagement up (thumbnails) 1.4.2

Culture of Commitment (thumbnails) 1.4.3

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Culture of Commitment: 1_2
Template: 6

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Culture of Commitment (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content

Formula for Success 2.1
Cost do
Listing 1wn, engagement up

Culture of Commitment

Article or video TBD

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Client Testimonials-Videos: 1_3
Template: 4

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

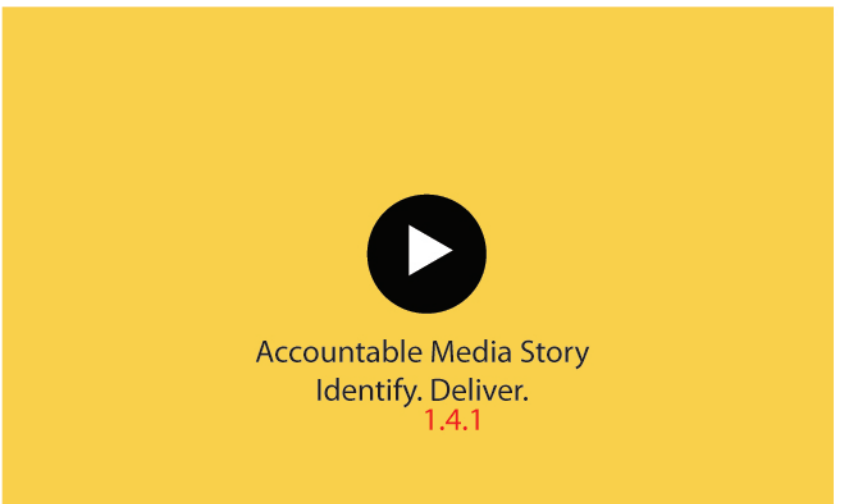
Content

Client Testimonials (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content





Cost down, engagement up (thumbnails) 1.4.2



Culture of Commitment (thumbnails) 1.4.3

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Cases: 1_4
Template: 3

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

ID Media Case Studies (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
Key Facts: 2_0 Filter Screen for Section
Template: 1

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Key Facts Overview (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content

Formula for Success 1.4.3
Cost down, engagement up

Culture of Commitment 6.0

Partners Module (link to 1.1)

Clients Module (link to 1.2)

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
Formula for Success: 2_1
Template: 4

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Formula for Success (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content
Possible graphical display emphasis.
Timeline/customer journey feature

Culture of Commitment 6.0

Formula for Success
Cost down, engagement up

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Partners: 2_2
Template: 2

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Partners (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content

Clients/Testimonials

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Clients: 2_3
Template: 2

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Clients (h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Page Content

Client Case Study 1.3

Link

Clients Logo Listing
Squares with Name, title and quirky lien about iuinterest or unique skills.

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
ID Media Locations: 2_4
Template: 2

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

ID Media Locations (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

US MAP

Contact Us 7.0

LA

Google Places Map/Thumbnail

Chicago

Google Places Map/Thumbnail

NY

Google Places Map/Thumbnail

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
The Team: 3_0
Template: 2

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

The Team (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Employee
Video Showcase
(Possibility)

Photos and Employee Listing.
Squares with Name, title and quirky line about iinterest or unique skills.
Option to discuss all bios
- on a single screen with anchor links,
- links to each screen for individual bio.

Name Title (link)	Name Title (link)	Name Title (link)	Name Title (link)	Name Title (link)
Name Title (link)	Name Title (link)	Name Title (link)	Name Title (link)	Name Title (link)

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
Team Bios: 3_1- ?
Template: 3

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Name and Title (h1 header)

(h2 supporting description with keyword -tbd)

Photo

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
Careers: 4_0 Filter Screen
Template: 6

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

ID MEDIA

Content

Careers Opportunities at Id Media (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Current Events/Article

Job Postings 4.1

Videos 4.2

Photo Album 4.3

Best Places to Work Module 4.4

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
View Job Opportunties: 4_1
Template: 3

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

View Job Opportunities at Id Media (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

API from external Site.

Sort functionality via
- Alpha
- Location
- Job type
- Date

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
A Peek Inside: 4_2
Template: 4 or 6

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

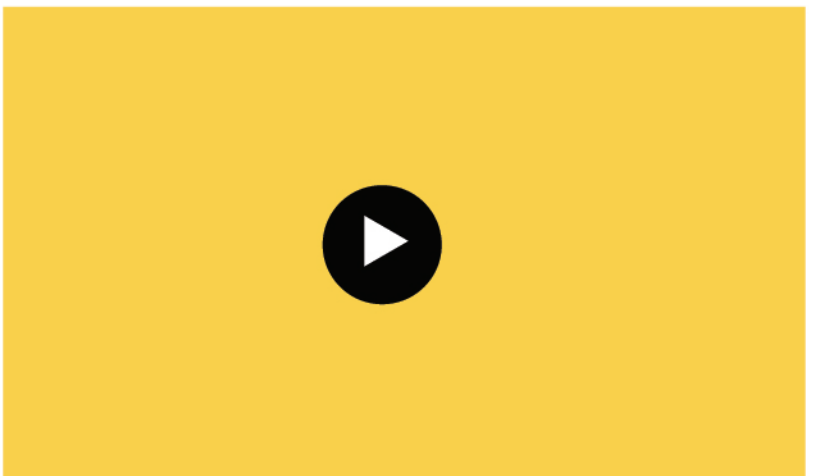
MEDIA

Content

A Peek inside ID Media (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)



Client Testimonials 1.3

Photo Album 4.3

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Events at ID Media: 4_3
Template: 4 or 6

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Events ID Media (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)



Videos 4.2



Best Places to Work Module 4.4

Album 2

Album 3

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Best Places to Work: 4_4
Template: 1

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Best Places to Work (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Article Reprint

Client Testimonials 1.3

Photo Album 4.3

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
In the News: 5_0
Template: 4

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

ID Media in the News (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Current Events/Article

Past Articles 5.1

Linked Articles

Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 2
Trends at ID Media: 6_0
Template: 1

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel



Content

Trends at ID Media (h1 header)

(h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with **keyword utilization** with **embedded anchor links** -tbd)

Article
Research Articles
White Papers

Past Articles 6.1

Formula for Success 1.4



Footer
(Copyright/Link Navigation)

Information Architecture.

Option: A
Level: 1
Contact ID Media: 7_0
Template: 2

Not visible on the page:
(Meta Title)
(Meta Description that supports content and targeted keyword/keyphrase)

Header

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Go

SOLUTIONS KEY FACTS THE TEAM IN THE NEWS CAREERS

Photo/graphic

Keyword embedded Alt Tags/Descriptions for each panel

MEDIA

Content

Contact ID Media
(h1 header)

Subhead (h2 supporting description with keyword -tbd)

This intro section will be static.
(paragraph description with keyword utilization and strategic embedded anchor links -tbd)

Contact Us Form

View Locations 8.0

Footer
(Copyright/Link Navigation)