

Road Block

The screenshot shows the homepage of timesfreepress.com. At the top, there is a navigation bar with categories like 'latest', 'local', 'business', 'sports', 'life', 'opinion', 'politics', 'jobs', 'homes', 'cars', 'shop', and 'classifieds'. Below this is a search bar and a 'Log Out' link. The main content area is divided into several sections: 'latest news', 'top stories', 'videos', 'photos', and 'e-edition'. The 'top stories' section features a large article titled 'Electric vehicles allow Chattanooga officers to interact with public' with a sub-headline 'Call It the Armored Segway, or perhaps the Wheeler 800...'. To the right of this article is a large advertisement for 'JACKSON In LaFayette' with the tagline 'A great place to buy your next car!' and 'Three GM Brands Under ONE Roof'. This ad is circled in red. Below the 'top stories' section are smaller articles in 'sports', 'business', and 'obits' categories. The 'business' section includes an article about Chattanooga testing free Wi-Fi. The 'sports' section has an article about a single lifting Atlanta to win the 100th. The 'life' section has an article about a local sound man. The 'find it' section includes a search bar and a 'Find a Business' link. The 'events' section has a 'current' event listing and another 'JACKSON In LaFayette' ad, also circled in red. At the bottom, there are sections for 'national/international from ap', 'special sections', and 'online poll'. The footer contains contact information for timesfreepress.com and a copyright notice for Chattanooga Publishing Company, Inc.

NOTE: Roadblocks should use the exact same creative in all 3 positions to dominate awareness to the user. Earth tones and grays should be cautioned since a majority of the layout of the timesfreepress.com website is in these colors and the ads should stand out to get the most effective response.