

## Road Block

The image shows a screenshot of the Chattanooga Times Free Press website. At the top, there is a red banner with the text "FOR LASTING GIFT GIVING (NOT LAST-MINUTE) TENNESSEE AQUARIUM MEMBERSHIPS". Below this, the website's navigation bar includes "timesfreepress.com", a search bar, and various menu items like "latest", "local", "business", "sports", "life", "opinion", "politics", "jobs", "homes", "cars", "shop", and "classifieds".

The main content area is divided into several sections:

- latest news »**: A list of recent news items with timestamps and brief descriptions.
- top stories »**: A large featured article titled "Erlanger trustees reject severance package for outgoing CEO Jim Brexler" with a photo of a man in a suit.
- videos »**: A section for video content.
- photos »**: A section for photo galleries.
- e-edition »**: A section for the digital edition of the newspaper.
- breaking news »**: A section for urgent news updates.
- business »**: A section for business-related news.
- obituaries »**: A section for obituary notices.
- opinion »**: A section for opinion pieces.
- life »**: A section for lifestyle and local news.
- find it »**: A search and navigation utility.
- events »**: A section for local events.
- national/international from ap »**: A section for news from the Associated Press.
- special sections »**: A section for special reports and guides.
- online poll »**: A section for an online poll.

Three red circles are drawn around the "FOR LASTING GIFT GIVING" advertisement, which is repeated in three different positions on the page: in the top right, in the middle right, and in the bottom right. Each ad features a toucan wearing a Santa hat and the text "FOR LASTING GIFT GIVING (NOT LAST-MINUTE) TENNESSEE AQUARIUM MEMBERSHIPS".

At the bottom of the page, there is a footer with the website's name, address, contact information, and various links like "submit events", "archives", "site map", "feedback", "contact us", "mobile", "rss feeds", "place an ad", "promotions", "email updates", and "subscribe".

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.