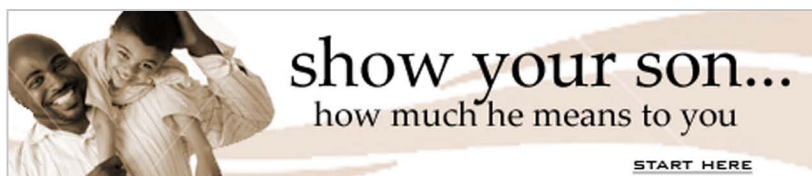




George and Bryan,

Here are some initial concepts for the Dad's Day banners for the APD site. The sepia tone should work well with the existing page colors. The concept is aspirational... prompting men to think of the relationship they could have with their kids... rather than a direct reference to APDD. The strong message compels them to click through to see how to get started on the kind of relationship they want. Then on the landing page, the APDD story can be told.



These could also be flash banners, with the headline appearing first, and then the second line. Or it could be combined into one flash banner, rotating between the daughter and son messages.

Let me know if you want to proceed in this direction, or if you'd like to see something different.

Thanks!

Jan