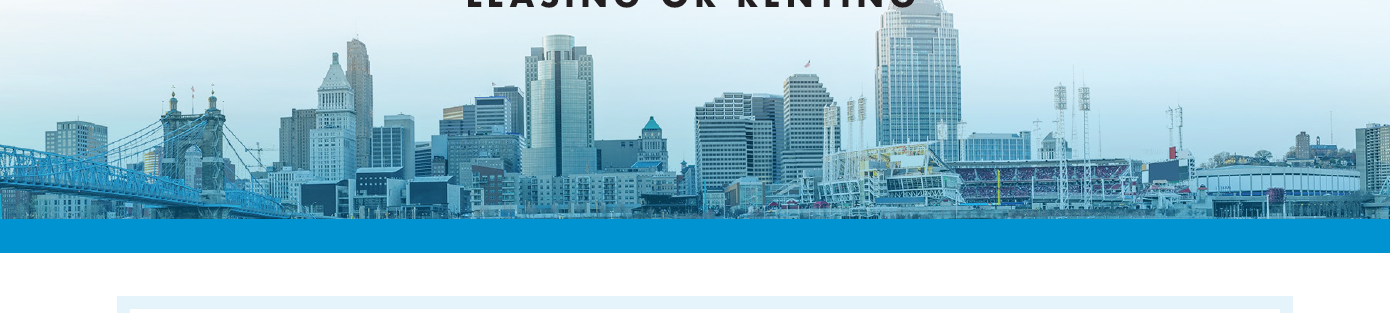
**Owner:** Erin Fleming

**Schedule:** First Proof – June 7th & Final Proof – June 14th

**File Type/Format:** This will be a microsite built out on Kentico similar to [www.tql.com/welcome](http://www.tql.com/welcome) (the new hire site.) It will not be featured on our webpage but will be sent out individually to candidates who are looking to relocate to Cincinnati.

**Background Theme:** same as relo templates with the Cincy Skyline. This is **not** a Fast-Track Branded Piece just Relo. TQL Colors and font.

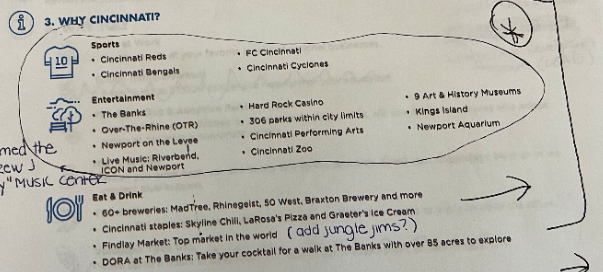


**Microsite will consist of 3 sections:**

* Why Cincinnati?
* Areas to Live
* Apartments

WHY CINCINNATI?

* For the why Cincinnati section we want to use what we already have from the “candidate relocation benefits guide”
* Change the “Icon” to “Andrew J. Brady Music Center”
* Add “Jungle Jim’s International Market” as a bullet point under the Eat and drink food section
* We also want to add a picture collage to this page the why Cincinnati Section
  + Trying to decide the best way to layout the imagery- I would like if the first page was image heavy- will need to talk through design with this part



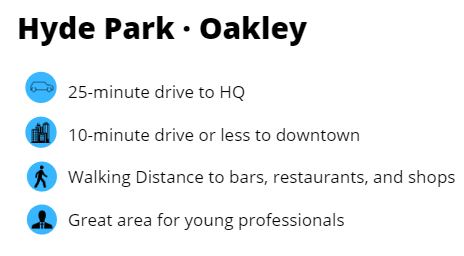


* For pictures I think we can pull some from shutter stock and a few we already have from FC stadium.

**AREAS TO LIVE**

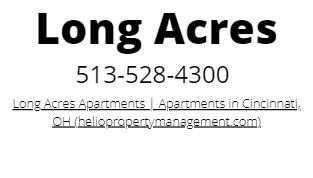
* **Eastgate · Beechmont (OH)**
  + 10-minute drive or less to HQ
  + 25-minute drive to downtown Cincinnati
  + Low-cost of living
  + Family Friendly
* **Amelia · Batavia (OH)**
  + 15-minute drive or less to HQ
  + 30-minute drive to downtown Cincinnati
  + Low-cost of living
  + Family Friendly
* **Hyde Park · Oakley · Madisonville (OH)**
  + 25-minute drive to HQ
  + 10-minute drive or less to downtown Cincinnati
  + Within walking distance to bars, restaurants, and shops
  + Great area for young professionals
* **Downtown · OTR (OH)**
  + 25-minute drive to HQ
  + Located in the heart of downtown Cincinnati
  + Within walking distance to bars, stadiums, restaurants, nightlife, shops and many other attractions
  + Great area for young professionals
* **Newport** · **Covington (KY)**
  + 30-minute drive to HQ
  + 10-minute or less drive to downtown Cincinnati
  + Within walking distance to bars, restaurants, and shops
  + Great area for young professionals
* **Blue Ash** · **Kenwood** · **Mason** · **Loveland** · **Milford (OH)**
  + 30-minute drive to HQ
  + 35-minute drive or less to downtown Cincinnati
  + Low-cost of living
  + Family Friendly

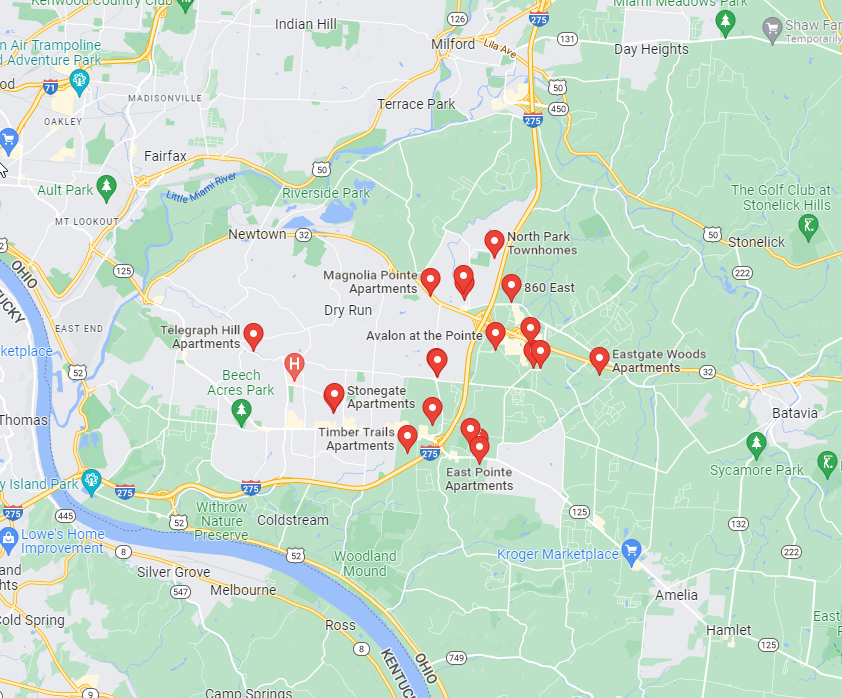
Use TQL Icons for the bullet points- Here is how I imagine one would look or something simlar



APARTMENTS

* To display apartments, the page will have an interactive map
* When sending back your first draft, just add in one or two apartments from the list at first so we can agree on a look and feel before you do them all
  + Please see excel sheet to reference the information you will need for the apartment
* When you hover over a pin on the apartment’s location it will show
  + **The apartments name**
  + **Contact Phone #**
  + **And a link to click on that will navigate you to their homepage**
* The Map will have a pin that shows where HQ is (this should be bigger or standout in someway than the apartment pins





Adding a sentence at the end saying “\* This is not an official endorsement from TQL”