

***DIRECT* AGENTS**

INTERACTIVE ADVERTISING

Creative Portfolio



Direct Agents Creative Services

Direct Agents offers services and support for all aspects of online campaigns, from creative design to campaign development, execution and optimization. Our creative team works hand-in-hand with experts in Online Direct Response Marketing to deliver a consistent message and look that will convert into sales for your business and make your brand shine. Plus, our creative testing process helps optimize your materials for improved results with each campaign!

Studies have shown that effective landing page designs can improve campaign conversions by up to 20%. In addition, a more effective landing page design improves the ROI on all your online campaigns. Call us at 212-925-6558 for more information today!

Our Creative Services include:

- Email Design
- Display Ads in Flash and GIF formats
- Landing page and Microsite Development
- Logo Design
- Branding Consultation
- Sales Sheets

SCHOLASTIC teacher share Connect with great teachers to **FIND** and **SHARE** great classroom resources!

Make the Connection



SCHOLASTIC teacher share

Connect with fellow educators to find and share classroom resources

Classroom Resources

Members & Groups

Search | **SHARE** | **BROWSE**

Newest Resources

TeacherShare Updates

NEW

TeacherShare Groups

TeacherShare Groups helps you to Make the Connection with experts and educators!

Join a Group

Interactive Whiteboards
Share lessons to promote whiteboard in classroom

Plus 1 Traits
Noted educator Ruth Culham shares strategies

Early Childhood
Share your special ideas.

Guided Reading
The best in Instructional Strategies, active discussions

SCHOLASTIC teacher share

Make the Connection on TeacherShare!

Visit Scholastic.com For Teachers | For Parents | For Kids

Dear Amrita,

Did you know that writing is at the heart of everything we do on Scholastic.com?

Are you looking for a way to motivate and inspire your students to write?

Scholastic.com introduces your students to professional writers and authors, who demonstrate how they prepare, write, edit and re-write their work. Give your students the opportunity to publish their work on Scholastic.com – an online writing resource that's packed with engaging ways to build your students' writing skills.

We've created a checklist to make it easy for you to find the best resources!

Best,
The Scholastic.com Team

Writing and Publishing Quick Checklist

- ✓ Write It
- ✓ Writing with Writers
- ✓ Make-Your-Own Comics
- ✓ Writing Drafts
- ✓ Writing with Scientists - Research Projects
- ✓ Journal Writing - First Person
- ✓ Word Wizard Dictionary





Terrific Writing Tips

Students Embrace Their Inner Voice
[Read More](#)

Beginning Writers' Workshop with our Youngest Writers: Trust the Process
[Read More](#)



Micro Rubrics: Improving Writing With Specific Feedback
[Read More](#)

Authors Speak

-  **Maya Angelou**
[Watch Video](#)
-  **Mark Teague**
[Watch Video](#)
-  **Sara Pennypacker**
[Watch Video](#)
-  **Ann Martin**
[Watch Video](#)

[See more](#)

WRITING TOOLS

-  **Poetry Engine**
[Start Now](#)
-  **Myth Brainstorming Machine**
[Start Now](#)
-  **Story Starters**
[Start Now](#)

Free Printables

- Vocabulary Bookmark
- Trails of Writing Rubric
- Student Publishing List
- Parts of Speech
- Spelling Rules

Terrific Resources

Engaging! **Interactive Whiteboards** **FREE!**

LESSONS - GAMES - VIDEOS - PHOTOS

Perfect activities to use with any Interactive Whiteboard
SMART Board | Promethean | Mimio | More

LANGUAGE ARTS	SOCIAL STUDIES	SCIENCE & MATH	LEARNING GAMES & TEACHING TOOLS
Clifford's Interactive Games & Storybooks	The First Thanksgiving	Build a Dinosaur	You're the President
Story Starters	Underground Railroad	Science Explorations	Pinata Concentration Game
Light Readers	Immigration	Max's Math Adventures	Poetry Idea Engine
Interactive Videos	Scholastic News	Math Maven's Mysteries	Myths Brainstorming Machine
See More	See More	See More	See More

Visit Scholastic.com For Teachers | For Parents | For Kids



Freedom to Insure

Peace of Mind Insurance



Life Insurance - Available with or without Critical Illness Cover

as little as
20p a day*

Peace Of Mind Has Never Been This Easy

Live your life today knowing you've got the right Life Insurance coverage for tomorrow. Use Freedom to Insure to compare policy costs and coverage and find the best value for your specific coverage needs.

- ✓ A Free, no obligation quote
- ✓ A quality policy at the most competitive rates
- ✓ Affordable life insurance from as little as 20p a day
- ✓ Free access to knowledgeable consultants
- ✓ Peace of mind

[Click here for a free quote](#)

*Policies from 20 pence a day, premium subject to individual circumstances. Price should not be the only factor in choosing your product. The other features of the product should also be taken into account.



AHS offers over **35 years** of experience caring for our customers, **1.3 million** home warranties in force nationwide, and over **11,000 contractors** in our service network



Will Your Home Insurance Keep You Warm This Winter?

Did you know that home insurance does not cover major appliance breakdowns?

[Free Home Warranty Quote](#)

- ✓ **No-obligation quote**, customized to your home and location.
- ✓ Protection from appliance breakdown, plumbing stoppages, heating & water heater breakdowns and more!
- ✓ No home inspection is required as a condition to purchase*

[Click here for a No-Obligation Quote](#)

What is a Home Warranty?

A home warranty from AHS covers the repair or replacement of many of the most frequently occurring breakdowns of home system components and appliances.

[Learn More & Request a Free Quote for Your Home Warranty.](#)

[Request A Free Quote](#)

AHS offers over 35 years of experience caring for our customers, 1.3 million home warranties in force nationwide, and over 11,000 contractors in our service network - [Request a Free Quote](#)

* AHS offers plans on an annual basis. Plans vary by location.

SCHOLASTIC

SCHOLASTIC
teacher share

Spring into Action

SUBMIT a Lesson on TeacherShare
WIN a 2GB Flashdrive

First 500 lessons 3/15/10 - 4/16/10
<http://teachershare.scholastic.com>

A promotional graphic for Scholastic TeacherShare. It features a bright sun in a blue sky with white clouds, green rolling hills, and white daisies. The text is in various colors: yellow for the title, blue for the action verbs, and black for the details. The Scholastic logo is at the top.

SCHOLASTIC

SCHOLASTIC
teacher share

NEW on TeacherShare —
Our First Group for Educators!

6+1 Traits of Writing
with Ruth Culham

Join the Group Today!

A promotional graphic for Scholastic TeacherShare. It features a portrait of Ruth Culham, a woman with short brown hair, smiling. To her right is a book cover for '6+1 Traits of Writing'. The text is in black and blue. The Scholastic logo is at the top.

SCHOLASTIC

A promotional graphic for Scholastic. It features a red Clifford the Big Red Dog figurine sitting on top of a silver USB flash drive. The flash drive has the Scholastic logo and the website address 'www.scholastic.com' printed on it.

**'Tis the Season.
Is There a Better Reason?**

Give a lesson plan on TeacherShare
and Get a **FREE Clifford Flash Drive**

AFFILIATE HIGH TECH TAKEOVER

Presented by



&

DIRECT AGENTS
INTERACTIVE ADVERTISING

Win an Apple iPad!

or other great prizes

Click here to sign up



MEET US AT AFFILIATE SUMMIT
January 17th - 19th, 2010 Las Vegas
Booth 227! [CLICK HERE](#)

LeadsCon February 23-24, 2010
visit us at Booth #411 **DIRECT AGENTS**
INTERACTIVE ADVERTISING

Search Engine STRATEGIES 2010 NYC - March 22-26, 2010
Visit us at Booth #219 **DIRECT AGENTS**
INTERACTIVE ADVERTISING

DIRECT AGENTS
INTERACTIVE ADVERTISING

Autos.com
Find your perfect car.

privalia

AHS
AMERICAN HOME SHIELD

NEW YORK LIFE

JOIN NOW!

Direct Agents Performance Network -- AccuQuote, NYLife, Autos.com, Privalia, American Home Shield and more...

NEW YORK LIFE Protect a family of four for less than \$40 per month!

2009 FORTUNE WORLD'S MOST ADMIRED COMPANIES

Diversity Journal International Recognition in Diversity Awards 2009

2009 FORTUNE 5 HUNDRED

THE BUSINESS COUNCIL OF WESTCHESTER BUSINESS HALL OF FAME

CONSULT AN AGENT

Simply complete and send the form below to request a **no-obligation, no-cost** consultation with a New York Life Agent near you.

First name*

Last name*

Address*

City*

State* Zip*

Phone*

Home or work?* Home Work

Best time to call* select day select time

Birth Date MM/DD/YYYY

* = required

>> SUBMIT

Family Protection Insurance Provides coverage for your *whole* family.

Family Protection Insurance is an affordable 10-year term insurance plan that covers your entire family with just one policy. It protects the lives of both parents and each dependent child (age 15 days to 17 years) - even children born or adopted after purchase of the policy.

- Ensure your family is adequately protected, now and in the future.
- Coverage for children is included at no additional cost.
- It's easy to convert your policy to one of many permanent life insurance policies. *

*Up to the 10th policy anniversary or the policy anniversary at the insured's age 55, whichever is later.

Why New York Life?

New York Life is one of the oldest and largest life insurance companies in the United States, serving the country for more than 160 years and providing life insurance in all 50 states.

- Number One in Customer Loyalty.
- Award Winning, Professionally Trained Agents.
- Highest Ratings for Financial Strength.
- Top Rated Web site & Online Customer Service

Lack of immediacy to offer

Weak call to action

Large image created loading delays

Too many awards listed diluted campaign message



Providing Life Insurance in all 50 States, Serving the Country for more than 160 years



Family Protection Insurance for Less Than \$40 per Month

Ensure your family is adequately protected, now and in the future!

Available Nationwide!

Request a Free Quote

Simply complete the form below to request a **no-obligation, no-cost** consultation with a New York Life Agent near you.

* = required

First name*

Last name*

Address*

City*

State* Zip*

Phone*

Home or Work?* Home Work

Best time to call*

Birth Date MM/DD/YYYY

REQUEST A FREE QUOTE NOW

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- Coverage for children is included at no additional cost.
- It's easy to convert our policy to one of many permanent life insurance policies. *

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- Award Winning, Professionally Trained Agents.
- Highest Ratings for Financial Strength
- Top Rated Web Site and Online Customer Service

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Smaller image lead to faster load time

Created immediacy to offer

Highlighted call to action

Focused on most relevant New York Life Awards

Highlighted that New York Life is not just for New York

No instant incentive to fill out form

Weak call to action

AHS AMERICAN HOME SHIELD®
The right choice in home warranties.™

THERE'S A BETTER WAY TO HELP PROTECT YOUR BIGGEST INVESTMENT
From the Leader in Home Warranties

It takes just **30 seconds** to complete this simple form and a customer specialist will call you to discuss which Home Warranty is right for you.

▼ First Name * ▼ Last Name *

▼ Address Line 1 *

▼ Address Line 2

▼ City * ▼ State * ▼ Zip Code *

▼ Preferred Phone * ▼ Email *

SUBMIT REQUEST

* denotes required field

Start your coverage TODAY!
Please read your contract for specific coverages, exclusions and limitations.

What is a home warranty?
A home warranty is a renewable service contract that covers the **repair or replacement** of many of the most frequently occurring breakdowns of system components and appliances.

Why do you need a home warranty?
Your home is most likely one of your biggest investments. Unexpected repair or replacement costs of covered items can easily **strain your budget**. Plus, finding a qualified professional to solve your problems can be stressful and inconvenient.

How do you get a home warranty?

- Fill out the contact form on the left.
- Our customer service specialists will call you to discuss what home warranty coverage is right for you.
- Unlimited number of service requests during your contract term.
- Call one phone number or go on-line to request service.
- A contractor will contract you during normal business hours to schedule an appointment.

Imagery of house appeared outdated and impersonal

Design of information was too basic

Developed
“Homewarranty101.com”
division of American
Home Shield to bring
more success to online
marketing campaigns

Included easy to
follow “Coverage
Checklist”

Created a dynamic page
that could be tested and
optimized to ensure
effective results and
maximized conversion
rates

The screenshot shows the landing page for Homewarranty101.com. At the top left is the logo for HOMEWARRANTY101.COM, TRUSTED HOME WARRANTY COVERAGE PROVIDER. A large red arrow points from the top left towards the center, containing the text "GET YOUR FAST FREE QUOTE". To the right of this arrow is a "START HERE" section featuring a photo of a smiling man in a uniform holding a clipboard. Below this is a form with fields for First Name, Last Name, Address, City, State, Zip Code, Preferred Phone, and Email Address. A green button labeled "Get Your Free Quote!" is at the bottom of the form. To the left of the form is a "Why You Need a Home Warranty" section with a "Home Warranty Coverage Checklist" listing: Appliance breakdown from normal wear & tear, Plumbing stoppages, Heating part breakdown, and Water heater breakdown. Below the form is a "Home Warranty Fast FAQ" section with three questions and answers. At the bottom right, there is a "Get A First Time HOMEBUYER GUIDE FREE!" offer with a small image of the guide. A small asterisk note says "* denotes required field". At the very bottom, there is a copyright notice: "© 2010 Home Warranty 101 and its licensed subsidiaries. All rights reserved. Privacy Policy".

Personalized
imagery

Reorganized layout of
the page

Strong call to action

Instant incentive to
fill out form



"We're extremely happy that ADT offers affordable home security systems. Several homes on our street have been broken into - but not ours - because our ADT system saved our home from burglars. Our home security system has been a great investment."

— Albany, NY

TOP 10 Best Awarded Security Dealers in America by ADT Security Services



HOME | OUR PRODUCT | WHY ADT | ABOUT

Request a Free Home Security Review and Free* Home Security System

Stay Safe & Secure with help from America's leading home security company and FHA

COMPLETE PROTECTION FOR ANY HOME

- Master Control Panel
- Door/Window Sensors
- Motion Detector
- Back-Up Power Supply
- Indoor Siren
- 24 Hour Monitoring with Fast, Accurate Response

LIFE SAVING FEATURES

- 2-Way Voice - Allows you to Communicate directly with ADT's monitoring personnel from your home, without picking up the phone.
- Fire, Burglar, and Medical Emergency Alert buttons.

CONVENIENT & EASY TO USE

- Wireless Equipment
- Quick & Flexible Installation
- Keychain remote with mobile arm or disarm

YOUR GUARANTEE

- Money-back service Guarantee



Gaylord Security ®

FREE ADT Home Security System by ADT Disclaimer

\$99.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$35.99 per month (\$1,295.64). Form of payment must be by credit card or electronic charge to your checking or savings account. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new customers only. Other rate plans available. Cannot be combined with any other offer.

Copyright © 2010 FHA LLC. All Rights Reserved.

FREE* \$850 VALUE Home Security System Monitored by ADT!

GET STARTED - Complete this form and we'll contact you

*First Name *Last Name

*City

State Zip

*Email

*Telephone

of Doors

Rent or Buy: Select One

Best Time to Call: Select One

Submit

* Indicates a required field



"When a competitor's security system constantly malfunctioned in my home (11 false alarms and seven service calls in a nine weeks), I took my neighbor's advice and had an alarm system with ADT monitoring service installed - since then we've not had a false alarm in 11 months."

- Seattle - WA



Great Teachers and Great Ideas on Scholastic.com

Use these lessons & ideas from real teachers in your classroom today



Classroom Libraries
www.scholastic.com/classroom_library



Holiday Celebrations
www.scholastic.com/holiday_celebrations



Technology & Videos
www.scholastic.com/tech_video



Reading & Writing Workshops
www.scholastic.com/reading_writing_workshop



Classroom Organization
www.scholastic.com/classroom_org



Whiteboard Ideas
www.scholastic.com/whiteboard_ideas

Classroom Solutions

Teaching tips and strategies straight from the classrooms of great teachers!
<http://teacher.scholastic.com/teachingmatters/classroomsolutions>



Megan Power
Grades PreK-K



Eric Antuna
Grades 1-2



Victoria Jaszal
Grades 3-5



Stacey Burt
Grades 6-8



Justin Lim
Grades 9-12



Top Teaching
Great Ideas Photos, and Tips!
<http://teachers.scholastic.com/teachingmatters>



Teacher Helpline
Get personalized answers to your toughest questions!
www.scholastic.com/ruthanna

Find More Lesson Plans, Teaching Tools, and Learning Activities on Scholastic's Teacher Web site
www.teacher.scholastic.com