"Don't Hang Up On Relay" Website

- Radio and online advertising will drive business owners to www.donthanguponrelay.com.

- Upon entering the custom created site, a tour guide will pop up on the screen and will guide the visitor to all of the areas of the site.

  - **HOMEPAGE:** This page will give the site visitor access to all areas of the microsite.
  - **ABOUT RELAY:** This page will give a background information on RelayMO.
  - **TRAINING:** This page will help business owners learn how to accept Relay calls.
  - **PREFERRED BUSINESSES:** This page will include a sign-up list for "accepting" companies.
  - **CONTESTS:** This page will give incentives for those companies who sign up with Relay.

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"Don't Hang Up On Relay" HOMEPAGE

- The homepage will give the site visitor access to all of the areas of the site.
- The homepage will be the first page the site visitor will find. A tour guide will appear and begin to communicate with the visitor on where he or she should go next….

A videoed tour guide (April) will lead the visitor throughout the entire site…telling them where to visit next.

The tour guide will not only lead through audio and sign language, but also through closed captioning!

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