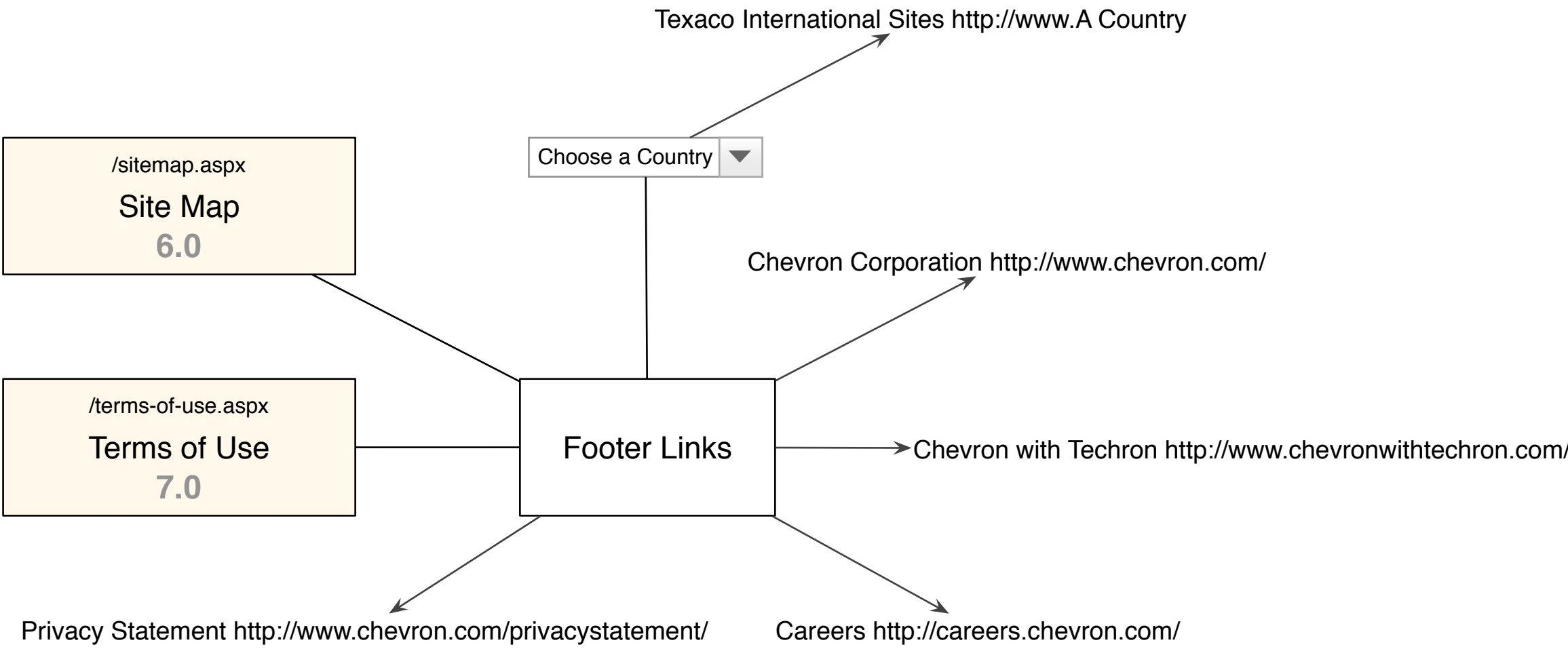
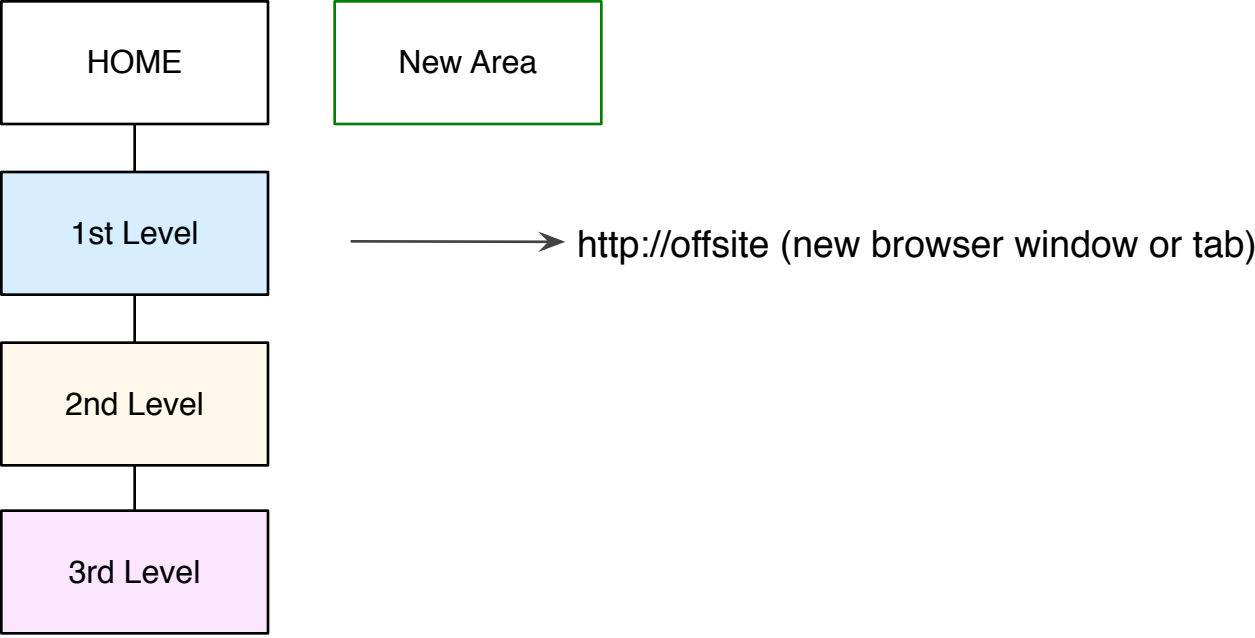
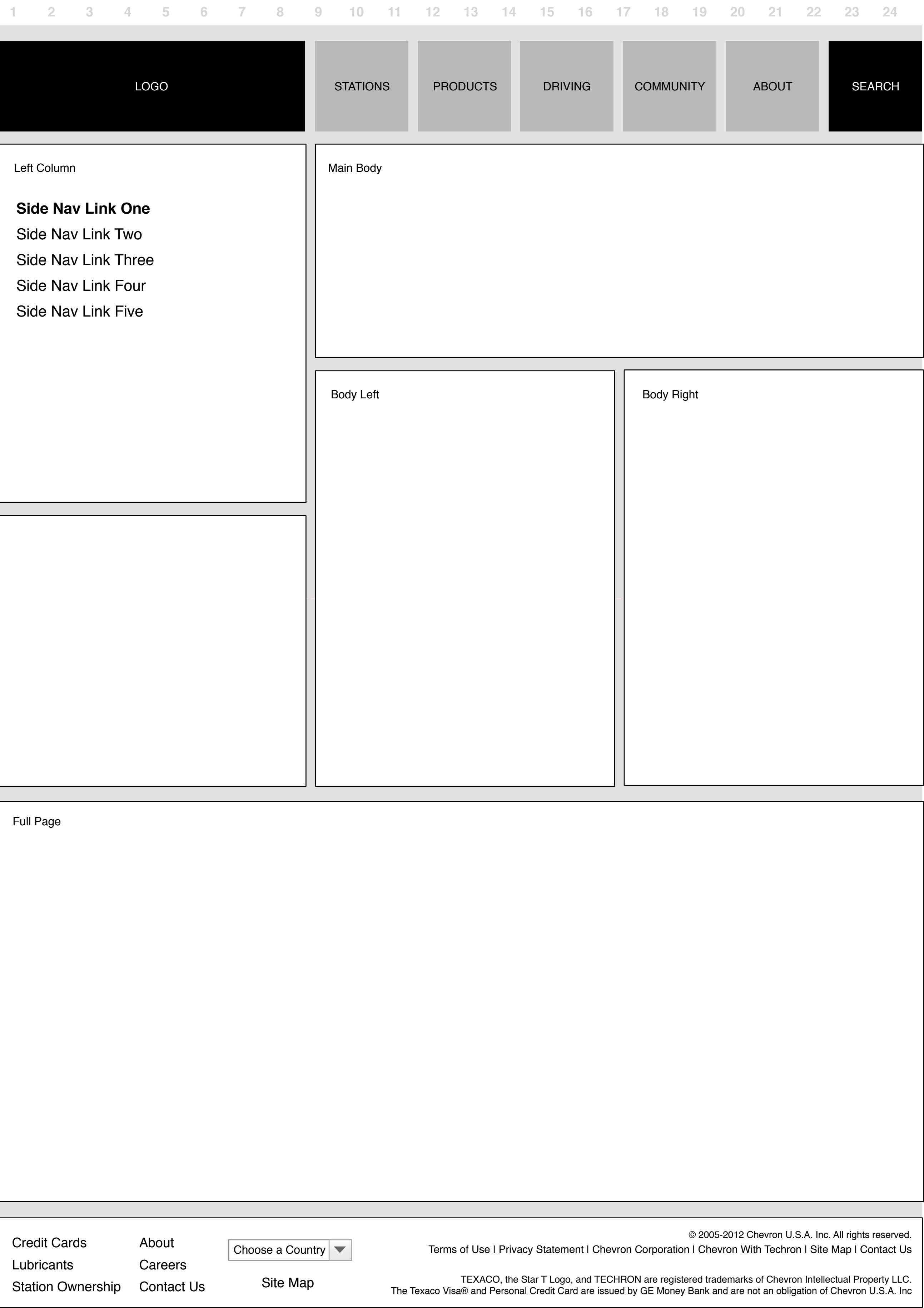


**NOTES:** I found that many of the pages within the Texaco site have very little content. In those cases the pages where combine indicated above.





1. Outer Framework

- 1.1 Width: 970px; Margin: 0 auto (so it's centered on the page) Padding top and bottom 15px

2. Top Nav Dimensions and Spacing

- 2.1 All elements floated left, the entire nav should have a bottom margin of 15px
- 2.2 Logo is 322px wide x 95px tall with a margin-right of 5px, no left margin
- 2.3 Nav items 98px wide x 95px tall with left AND right margins of 5px
- 2.4 Search 98px wide x 95 px tall with a margin-left of 5px no right margin

3. Left Column

Float left, width 322px, margin-right 10px, no left margin.

4. Main Body or (Right Column)

Float left or right, either would work. Width 638px margin bottom 15px

5. Body Left

Width 314px float left, margin right 10px

6. Body Right

Width 314px float left, no margin

7. Full Page

Width 970px

8. Side Navigation

Every category that has sub pages will have it's own sub navigation on the left side of the site. The link will be bold when on the corresponding page.

9. Footer

The footer has the typical legal jumbo jumbo and links that you'd expect in a footer. There is a "Choose a Country" drop down. This will take you to Texaco sites for other countries.

10. Framework Notes

All the Columns or panels should have a bottom margin of 15px. Be mindful adding borders and padding will effect widths. Adding 1 pixel border means you have to subtract 2 pixels from the total width. Adding a 10 pixel padding means you have to subtract 20 pixels.

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LOGO

STATIONSPRODUCTSDRIVINGCOMMUNITYABOUTSEARCH

DRIVE STRONG with Techron1

Support Graphic

4

Showdown Site

Texaco Showdown Promo Area

Station Locator and Trip Planner

Choose a Country

Find the Nearest Texaco Station

Enter Your Address

With in miles.FIND2

Include Chevron with Techron Stations

Advanced Search

Going on a trip? Find the Texaco Stations on the way.

Enter Your Starting Address

Enter Your Destination Address

Let's Go!3

Look for my FaceBook freinds

With in miles of my route.

Techron in Your Engine5

Support Graphic

Texaco History7

Support Graphic

Texaco Credit and Gift Cards6

Texaco Credit Cards  
Earn fuel credits!  
Find out more »

Texaco In Your Community

Filter By:

Support Graphic

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1. Drive Strong with Techron

Links to 2.4

2. Find Nearest Station

User can enter an address, select a radius they are willing to travel

Check the box to include stations that serve Techron

User then clicks "FIND" button and that takes them to 1.1 with a map populated.

3. Trip Planner

User enters a starting and ending address.

User can opted to find FaceBook friends, (this is not a solid feature and may be added)

User then clicks "FIND" button and that takes them to 1.2 with a map populated.

4. Texaco Showdown

Links to http://www.texaco.com/ open a new window.

5. Techron in Your Engine

This will either be an image that links to Techron in Your Engine 2.4.1

6. Texaco History

This will either be an image that links to the timeline 5.1 or

7. Credit and Gift Cards

A compelling image / ad that links the user to 2.1

8. Texaco in Your Community

A support graphic with some text.

A drop down that a user can filter what types of things are Texaco related in a given community. Or takes them to the Community section 4.0

Creator

Tony DeSylva

Modified

Mon Nov 12 2012

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LOGO

STATIONSPRODUCTSDRIVINGCOMMUNITYABOUTSEARCH

Find a StationPlan a Trip

Find the Nearest Texaco Station

Enter Your Address

With in miles.

Include Chevron with Techron Stations

Do you need any of these services?

Car Wash Locations

Diesel

Auto Service Locations

Convenience Store Locations

Offers Gift Cards

Radio Stations

Facebook Friends

FIND

Sample Map Showing Stations

Convenience Stores

http://www.texaco.com/stations/convenience-stores.aspx

Convenience. It means something different to each Texaco customer. While some think of convenience as always having a location that's easy to find, for others, it might mean something more specific, like offering a variety of brand-name beverages and food items, fresh-brewed coffee, well-maintained restrooms or an ATM when you really need it.

Regardless of how convenience is defined, you expect Texaco convenience stores to meet your needs quickly and conveniently. We strive to make sure those expectations are always met, and met with a sincerity that is uniquely Texaco.

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1. Find the Nearest Texaco Station, H1

2. Address field with an inline label

3. User can choose a radius they are willing to travel

4. Filters

4.1 Check if Techron is important to the user

4.2 Allow the user to select specific needs

5. Find button finds all the stations that match the users criteria

6. Google map showing Texaco flags matching the users criteria

Creator

Tony DeSylva

Modified

Mon Nov 12 2012

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LOGO

STATIONSPRODUCTSDRIVINGCOMMUNITYABOUTSEARCH

Find a StationPlan a Trip

Going on a trip?  
Find the Texaco Stations on the way.

Enter Your Starting Address

Enter Your Destination Address

☐ Look for my FaceBook freinds

With in

▼

miles from my route.

Let's Go!

Sample Map Showing Stations

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1. Plan a Trip, H1
2. User enters starting address field uses an inline label
3. User enters a destination address field uses an inline label
4. User can see if there are any FaceBook friends and give a miles radius they are willing to travel.
5. Let's go! button builds the trip based on users criteria
6. Favorite Trips drop down allows a user to see their past trips. Selecting a past trip will automatically update the map. Edit Past Trips will take you to a page that lists all their trips they taken. A user can then add or delete Favorite Trips.
7. When a user creates a trip a user can save it. It then gets added to their "Favorite Trip" list.
8. The map showing the Texaco stations on their route and FaceBook friends that are in the area.

Edit Past Trip detail

1

Credit and Gift Cards

Gasoline

Diesel

Techron

Fuel Files

3

Quality Products For Your Vehicle

Whether you use Havoline®, Texaco gasolines with Techron® or have your car serviced at your neighborhood xpress lube®, you can always trust Texaco to deliver the ultimate in performance. And with Texaco Credit and Gift Cards, you can also expect the ultimate in convenience.

Support Graphic

2

Havoline Products

Support Graphic

Havoline® motor oils, gear oil, antifreeze, transmission, power steering and brake fluids provide the ultimate in reliable protection.

Support Graphic

Motor Oils

Harmful deposits are constantly attacking your engine's precious metal components, creating friction and robbing your engine of performance and fuel economy. So defend yourself and your engine by using Havoline motor oils with Deposit Shield™.

Support Graphic

Quality Havoline Products

From transmission fluids and anti-freeze to power steering fluid, brake fluid and gear oils, Havoline offers a complete line of quality products to help keep your car performing its best.

Support Graphic

Havoline® xpress lube®

Whether you need the complete 15-point Star Service or just want a quick oil change, you can trust the experts at your local Havoline xpress lube® facility to deliver quick, convenient service using only genuine Havoline® products to help maintain the performance of your vehicle.

4

Credit and Gift Cards

Support Graphic

Support Graphic

Support Graphic

Texaco is dedicated to making your life easier, which is why we offer the convenience of Texaco Credit and Gift Cards.

More >>

5

Gasoline

Gasolines with Techron help protect your engine from harmful deposit buildup while maintaining peak performance.

More >>

Support Graphic

6

Diesel

Texaco diesel fuels are quality products designed and manufactured to be optimal for diesel engines.

More >>

Support Graphic

7

Techron

Car enthusiasts are always looking for ways to take advantage of extracting maximum performance from their engines. That's why those who know cars trust Texaco with Techron® every time they fill up.

More >>

Support Graphic

8

Fuel Files (F.A.Q)

BROWSE ALL TOPICS

Select from an extensive list of previously answered questions.

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http://www.texaco.com/products/default.aspx

1. Side Nav

2.1 Credit and Gift Cards

2.2 Gasoline

2.3 Diesel

2.4 Techron

2. Havoline

/products/motor-oil-car-care.aspx

Organized text and graphics

3. Intro

/products/default.aspx

Organized text and graphics

4-7. Product Panels

Organized text and graphics with "more >>" links 2.2 - 2.4

8. Fuel Files

A place for a user to look up answers to questions. Searching or Browse button takes you to - 3.0.1

Creator Tony DeSylva

Modified Mon Nov 12 2012

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LOGO

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GasolineDieselTechron

Fuel Files (F.A.Q)  
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Select from an extensive list of previously answered questions.

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Credit and Gift Cards 2

Personal Credit Cards  
The quality and convenience of Texaco with no annual fee.  
More >>

Business Credit Cards  
A better way for business owners to accurately manage fuel expenses.  
More >>

Gift Cards  
Can't think of what to buy your friend, family member or co-worker? Give the gift of Texaco. They're great for birthdays and holidays, employee appreciation, graduation gifts, rewarding loyal customers or a simple thank you.  
More >>

The Personal Cards That Fit Your Needs  
More >>

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1. Side Nav

- 2.1 Credit and Gift Cards
- 2.2 Gasoline
- 2.3 Diesel
- 2.4 Techron

2. Note label Note label

/products/credit-gift-cards.aspx

All cards link to another site.

Personal Credit Cards http://www.chvtexcards-cit.com/landing\_compare.html?siteCode=TEX  
Business Credit Cards http://www.chevrontexacobusinesscard.com/?siteCode=TEX  
Gift Cards http://www.svmcards.net/texaco/ShowDetails.cfm?ProdID=136  
The personal cards that fit your needs http://www.chvtexcards-cit.com/landing\_compare.html?siteCode=TEX

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Browse All Topics

OR

Search Topics

Search

Gasoline

Support image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In accumsan erat ullamcorper erat euismod adipiscing. Nullam ligula tortor, sagittis vel dignissim eu, porta ac est. Nulla tempus pretium aliquet. Vestibulum ultricies luctus risus ac malesuada. Suspendisse eu nisl urna, ac scelerisque mi. Phasellus purus urna, pellentesque vel hendrerit ut, cursus id felis. Praesent neque tellus, adipiscing quis tincidunt molestie, dictum in orci.

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Learn more about Texaco with Techron, and [how Techron works](#) in your engine.

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1. Gasoline
- /products/fuels-gasoline.aspx
- [how Techron works](#) links to 2.4



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Fuel Files (F.A.Q)

BROWSE ALL TOPICS

Select from an extensive list of previously answered questions.

Browse All Topics

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Search Topics

Search

Diesel

Support image

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1. Diesel

/products/fuels-diesel.aspx

Creator

Tony DeSylva

Modified

Mon Nov 12 2012

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Learn more about [Techron Technology](#) and read the most frequently asked fuel

TRUST TEXACO WITH TECHRON®

Support Image

From the introduction of Fire Chief and Sky Chief gasolines to the launch of Texaco with Techron®, Texaco has earned generations of consumer trust by always offering the highest quality fuels available.

Top Tier Detergent Gasoline

All gasoline is not created equal. Just ask BMW, GM, Honda, Toyota, Volkswagen and Audi who believe that Top Tier gasoline results in better overall performance for their cars. Top Tier - established in 2004, is a quality standard defining detergency levels in gasoline higher than what's currently required by the EPA.

Not only does Texaco with Techron meet the Top Tier standard, but gasolines with Techron were also the first out of all U.S. gasoline retailers to be qualified as meeting the standard. What's more, unlike other retailers who had to alter their formulation to meet the standard, gasolines with Techron required no reformulation. They were already Top Tier quality.

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1. Note label Note label

/techron/

[Techron Technology](#) /techron/techron-technology.aspx

Creator

Tony DeSylva

Modified

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Quisque feugiat dictum metus id facilisis. Morbi est urna, convallis vel condimentum id, consequat eu leo. Morbi feugiat libero non sapien ultricies feugiat. Proin dictum posuere libero ac bibendum. Morbi non lacus quis arcu dictum posuere. Curabitur venenatis, ante eget convallis convallis, justo ipsum congue felis, nec facilisis sem lacus id massa. Sed ac velit non mauris auctor aliquam. Maecenas nisi metus, tempus ac commodo tempor, gravida in odio. Pellentesque ultricies varius est et rhoncus. Fusce in sapien eget purus viverra lacinia. Morbi in urna libero, eget ultricies dui. Vestibulum nec sapien risus, in tempor urna. Vivamus imperdiet orci tortor. Integer odio turpis, bibendum eget pulvinar quis, placerat vel dui. Sed tincidunt egestas sem ut tristique.

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1. Techron Technology

[Techron Technology](#) /techron/techron-technology.aspx  
[Techron.com](#) http://www.techron.com/

Creator

Tony DeSylva

Modified

Mon Nov 12 2012

11 / 29

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LOGO

STATIONSPRODUCTSDRIVINGCOMMUNITYABOUTSEARCH

Promotion Space

Safety And Car Care Tips1Fuel Files

You're serious about the performance of your car, as well as the performance of how you drive your car. Texaco shares this passion, and wants to help both your car and your driving skills perform at their peak while keeping safety top of mind.

Follow some performance driving safety tips to improve your skills behind the wheel and use our car care tips to help keep your machine running its best.

Safety Driving Tips

Seating Position2

Seating position is extremely important to safe, performance-oriented driving. Many drivers sit too far away from the steering wheel, making it difficult to properly maneuver the car in an emergency situation. With your seatbelt firmly fastened, you should be able to reach the top center of the steering wheel with both hands without stretching your arms or shoulder blades. There should be a slight bend in your elbow. Although this might feel uncomfortable at first, it soon feels natural, and gives you more control of your vehicle.

Drive Smoothly

Be Aware

Be Visible

Be Predictable

Breaking

Cornering

Understanding

Adapt to the Weather

Be Alert at Night

Car Care Tips

Engine

Oil Changes

The Right Fuel

Brakes

Tires

Transmission

Cooling

Air Filtration

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1. Safety and Car Care Tips / Fuel Files

Tabs, clicking them will switch between the two categories

2. Categories and Questions (Accordion)

The user clicks on a category and the set of questions expand for that given category. Clicking the category again will close the section.

Creator

Tony DeSylva

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Promotion Space

Safety And Car Care TipsFuel Files1

BROWSE ALL TOPICS

Select from an extensive list of previously answered questions or search for a specific topic.

Search Topics

Search

2

Gasoline3

1. What is gasoline?  
Answer: Gasoline is the fuel designed for spark-ignition internal combustion engines. Conventional gasoline is a mixture of compounds, called hydrocarbons, derived from petroleum crude plus a small amount of a few additives to improve its stability, control deposit formation in engines, and modify other characteristics.

2. All the major oil companies say that their gasoline is great. Why should I buy Texaco gasoline?

3. Why should I buy Texaco gasoline over lower quality gasolines?

4. I already buy premium gasoline. Why should I buy Texaco Power Premium instead of my current brand?

Texaco with Techron

Additives with Techron

Oxygenates

Octane and Knocking

Fuel Economy

Filling and Storing Gasoline

Nitrogen

Direct Injection Engines

1. Safety and Car Care Tips / Fuel Files
- Tabs, clicking them will switch between the two categories
2. Browse All Topics
- A user has come to the Fuel Files and all the topics are listed. They can now search for something specific.
3. Categories and Questions (Accordion)
- The user clicks on a category and the set of questions expand for that given category. Clicking the category again will close it.
- The user now clicks a question and that reviles the answer. Clicking the question again will close the answer.

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Texaco Showdown Promo Area

Showdown Site

Texaco in the Community2

Zip Code??

Filter By:▼

Support Image

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News Articles

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More

4

Sponsored Sport Teams

Support Graphic

Intro blurb. Quisque feugiat dictum metus id facilisis. Morbi est urna, convallis vel condimentum id, consequat eu leo. Morbi feugiat libero non sapien ultricies feugiat. Proin dictum posuere libero ac bibendum.

11/5/2012 Title of something Texaco Sponsord

3/17/2012 Title of something Texaco Sponsord

5/12/2011 Title of something Texaco Sponsord

12/6/2010 Title of something Texaco Sponsord

8/13/2010 Title of something Texaco Sponsord

1/24/2010 Title of something Texaco Sponsord

5

Texaco Fuels Learning

Support Graphic

Our Fuel Your School promotion helps fund classroom projects for K-12 public schools.

Fill Up and Tell a Friend

Everyone can help by fueling up at participating Chevron and Texaco Stations during the month of October. Select the region you live in and help Fuel Your School

States▼

http://www.fuelyourschool.com/new-orleans/

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1. Texaco Country Showdown

An ad that links to here. <http://www.countryshowdown.com/>

2. Texaco In The Community

A general blurb about how Texaco is involved in the community. A drop down that a user can filter what types of things are Texaco related in a given community. Or takes them to the Community section 4.0. Takes them to a full page that describes what they looked for. 4.0.1

Do we add a zip code or address field?

3. News Headlines

Headlines go to full articles.

4. Sponsored Sports Team

A Support graphic with a blurb on how they support various sport teams. A list of Teams and or Links that take them to 4.1 (a general detail page)

5. Texaco Fuels Learning

A Support graphic with a blurb on how they support schools. A drop down listing states that take you to the "Fuel Your School" site. <http://www.fuelyourschool.com/new-orleans/>

Creator

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Modified

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Texaco in the Community

Filter By: ▾

Support Image

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Sponsored Sport Teams

Support Graphic

Intro blurb. Quisque feugiat dictum metus id facilisis. Morbi est urna, convallis vel condimentum id, consequat eu leo. Morbi feugiat libero non sapien ultricies feugiat. Proin dictum posuere libero ac bibendum.

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Texaco Fuels Learning

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States ▾

http://www.fuelyourschool.com/new-orleans/

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1. Community Full Page

A full page description of the topic chosen from the "Filter By" drop down. The user can now jump too another if they wish.

Creator Tony DeSylva

Modified Mon Nov 12 2012

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1. Sponsorships

This is a generic page describing the sponsorships /trust-texaco/sponsorships.aspx



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Visit the Timeline

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1. Side Nav

- 5.0: About
- 5.1: History of Texaco
- 5.2: Chevron Corporation
- 5.3: Station Ownership
  - Careers http://careers.chevron.com/
  - Contact Us http://www.chevron.com/contact/
- 4.1: Sponsorships
- 5.4: News

2. About Texaco

/trust-texaco/default.aspx

Support graphic and then some text about Texaco. (General brief history, mission, values etc ...)  
Visit Timeline line and or Sponsorship link below.

**Question:** What about environment, "going green", ethanol.  
What / How are they building towards the future?

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1901 - 1940

TRUSTED, PERFORMANCE, RELIABILITY

19001Today

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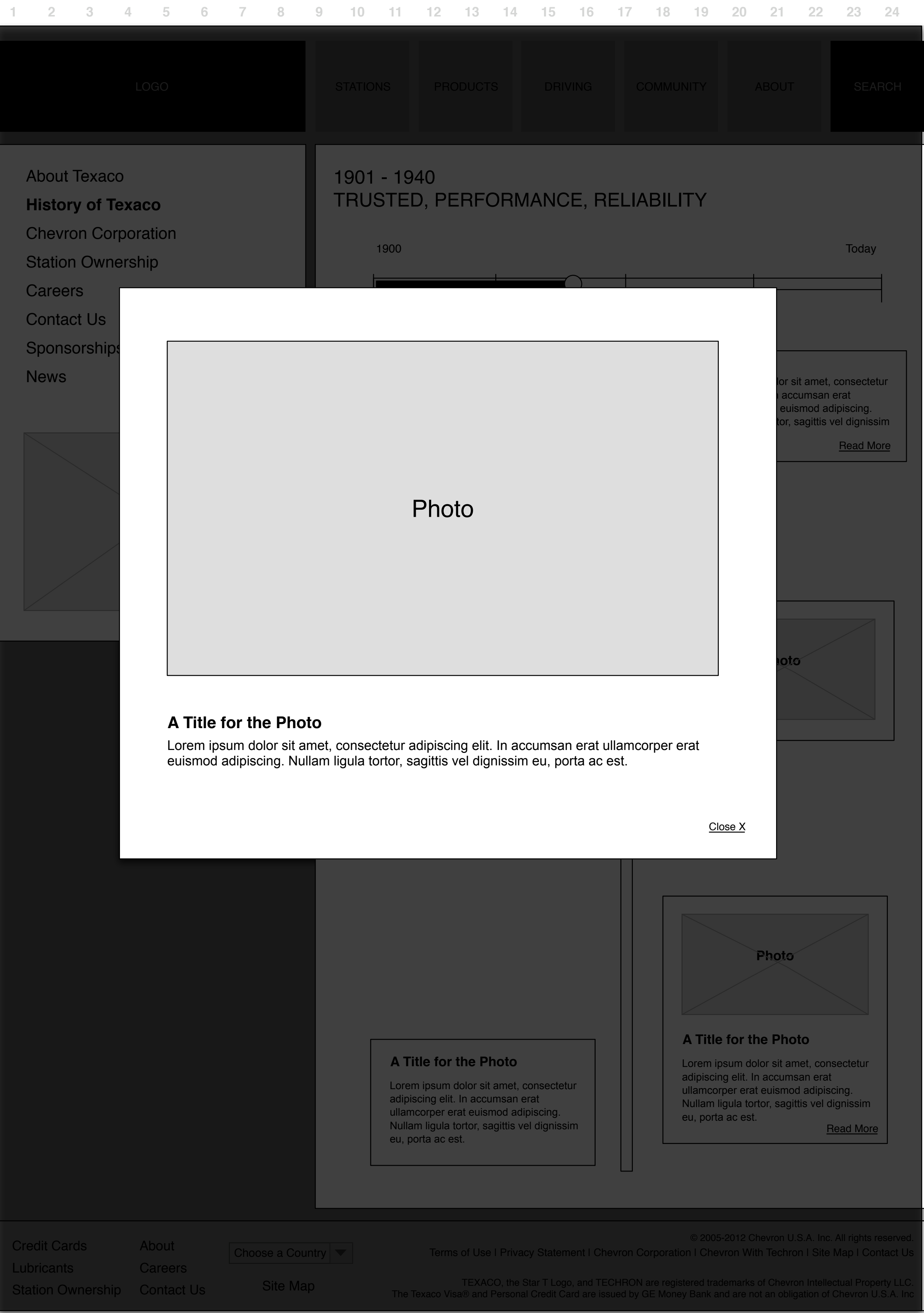
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1. Horizontal Year Slider
- A user can slide the button left and right to slide though the timeline in large chunks of time.
2. Vertical Date Bar
- The user can scroll down the page and see photos of ads and stations from years gone by. As the user scrolls down the bar indicated the date.
3. Photos
- The user can now click on a photo or link to see a larger version. 5.1.1

# Texaco.com - UX/IA

## 5.1.1: Timeline Overlay



### 1. Module

- 1.1 A user clicked on an image. A module opens with a larger version of the image clicked. The user can either click "close X" or anywhere off the photo area will close the module.

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1. Chevron Corporation
- /trust-texaco/chevron-corp.aspx
- Description of the Chevron Corporation
- Some links going back to legal stuff



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Go's to an article page.

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1. Texaco in the News

This is a new section.

Headlines accompanied by the first 20 words or so of the full article. Clicking headline or "read more will take the user to the full article. Full article is just a static page of images and text. The "About" side nave shows"

Creator Tony DeSylva

Modified Mon Nov 12 2012

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Article Headline

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1. News Articles

Headlines open the article

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Support image

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Station Ownership  
New Acquisition

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Texaco Brand  
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1. About Station Ownership

/station-ownership.aspx

A short description about the possibilities of owing a Texaco station.

5.3.1 Link to "Station Ownership Acquisition"

Link to "Texaco Brand Brochure" PDF file.

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General Inquiries

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1. Contact Us General info.

A section with an intro and a general contact info or a form.

2. Licensing Contacts

A blurb about what it is with an email link, phone number, or form contact.

3. International Contacts

A list of countries, clicking a country name takes them to 5.5.1 anchoring you to the proper place on the page.

4. Station Ownership Contacts

A list of states, clicking a state takes you to 5.4.1 anchoring you to the proper place on the page.

Creator

Tony DeSylva

Modified

Mon Nov 12 2012

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