Instructions for Sosa:

The document attached contains a model for the order of photos and how they will appear on the article. I will go through each one here and explain how it should look and where it should be coded relative to the text. Once the article is ready, the coding will be pasted into the code insertion on the website that I showed you (we can meet and do this). No need for a title.

**MW/JAB Logos:**

The two logos at the top should fall on each side of the article, just below the title. hovering the mouse over either photo should invert the entire article background / text color from white background/black text to black background/white text like this (MW - Joseph Bank). Try to make this color change slow/subtle rather than an immediate snap from all black to all white background (easier on the eyes this way).

**George Zimmer portrait and accompanying word bubble**

The portrait of George Zimmer should fall just below the first paragraph. Adjust size to what you think is appropriate, but lean towards larger. The word bubble should not immediately appear on the article until the mouse hovers over Zimmer’s portrait. When scrolling over Zimmer’s portrait, word bubble slides out from behind portrait into center of article. When the mouse leaves the portrait **or** the word bubble image, the word bubble slides back behind the portrait. Try to make this be as seamless as possible and avoid blocking out the article’s text – you can increase spacing between paragraphs / manipulate text positions if necessary so that the bubble slides out into a blank space rather than over article text.

**Ricky Sandler portrait and Eminence Capital picture**

Both of these photos should be visible at first sight (unlike word bubbles that pop-out later). The portrait and the Eminence photo should appear following the 6th paragraph (paragraph talks about Eminence capital). Ricky Sandler should be on the left, and the Eminence photo should be in between the 6th and 7th paragraph. Note that since this photo is always visible, you may want it to match with the Black / White background / text inversion. Let me know if you have trouble making this work.

**Robert Wildrick portrait and word bubble**

This should be placed after the 7th paragraph. Just like the Zimmer portrait / word bubble, the portrait always appears, while the word bubble slides out when the mouse hovers over the portrait. When the mouse leaves the portrait **or** the word bubble image, the word bubble slides back behind the portrait. Try to make this be as seamless as possible and avoid blocking out the article’s text – you can increase spacing between paragraphs / manipulate text positions if necessary so that the bubble slides out over a blank space rather than over article text.

**Class-action lawsuit image**

This image should go between the 2nd to last and last paragraphs. This will always appear on the article, just like the Eminence Capital image. Same thing here –see if you can get the image to invert with the article – let me know if this doesn’t work.

That’s everything – thanks for your hard work on this, and hopefully we can produce something that is unique and interesting! Feel free to email me with any questions at any time.