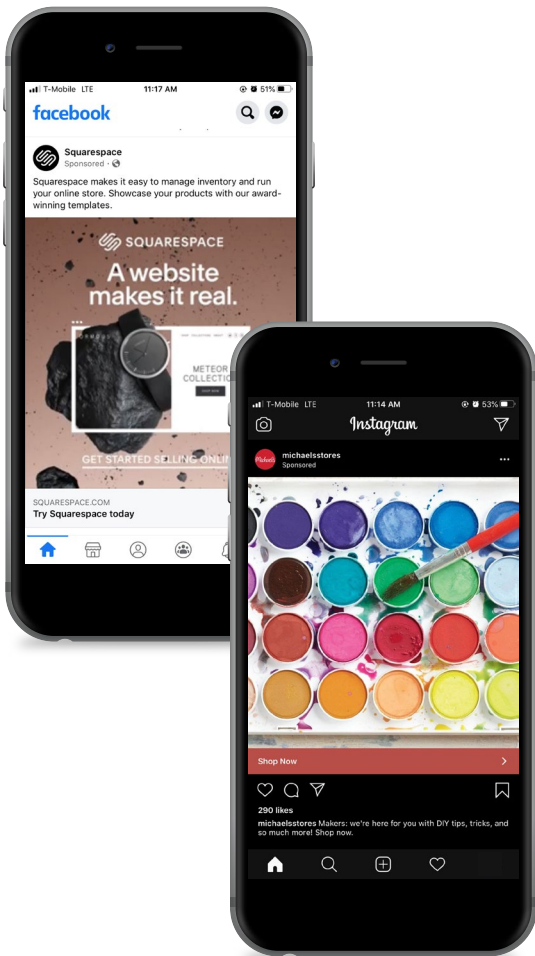


ADVERTISING OPPORTUNITIES

Social Access

Social Access helps you maximize the impact of your paid advertising initiatives on social networks and expands your earned media potential. Using proprietary 1st party audience data from our own properties, we ensure delivery of your ad messages to top travel buyers and influencers on social media networks like Facebook, and Instagram.



Highlights

- Using TravelPulse audiences that you can't access anywhere else sharpens target penetration, mitigates ad waste and improves campaign performance.
- Ability to run variety of campaigns supporting brand awareness, product launches, education, rewards and discounts, contests and more
- We can also help you set up and run campaigns using your own existing customer or prospect databases or Target Account lists.
- Whether as a standalone campaign or part of an integrated program, TravelPulse's Social Access solution drives content engagement and community involvement.

How it Works

- Client supplies at least one ad per month. We recommend providing two headlines per ad in order to run A/B testing
- TravelPulse sets up a custom audience pool on your selected social network, uploading and serving your ads from our ad manager accounts

Supported Ad Types

- Facebook, Instagram, (sizes vary by platform and will be outlined upon program kick-off)

RATE	EST. IMPRESSIONS
\$5,000	80,000

For more information contact sales@travalliance.com