

ADVERTISING OPPORTUNITIES

Social.amp

Social.amp amplifies your highly relevant, timely social content to our premium travel advisor audience. With this new ad format, you can feature popular/recent social posts from Facebook, Instagram, or Twitter as display ads on TravelPulse’s brand safe site, extending the impact of your social messaging.

Highlights

- In-line placement and social media formatting help avoid banner blindness, resulting in higher CTRs than standard display units
- Content sites naturally promote focused reading, so your Social.amp ads will have higher attention time than the rapid scrolling behavior on social media networks
- Campaigns utilize already existing social posts, so no additional creative approvals are needed and time to market is fast

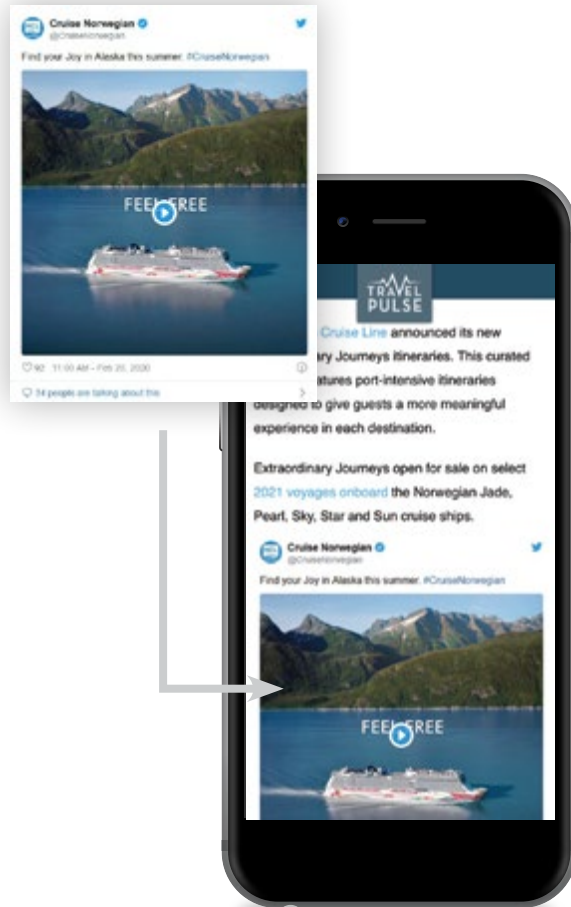
How it Works

- Client supplies 1-3 social video or image/text posts to be used over the course of the program
- TravelPulse generates creative tags and flights campaign through our ad servers
- Social posts run 1-2 weeks, with campaign optimized to focus on best performing posts
- Reporting will be delivered on a monthly basis - 1 month minimum (2-3 months suggested)

Supported Ad Types

Facebook/Instagram/Twitter:

- Organic Photo/Video Post
- Organic Website Link Post (Facebook/Instagram only)



RATE	EST. IMPRESSIONS
\$2,975	50,000