

ADVERTISING OPPORTUNITIES

Outstream Video Ad Unit

Outstream is an attention-grabbing video ad unit that gives advertisers an opportunity to feature their short-form video content in a highly-visible native advertising placement within TravelPulse's award-winning content.

Highlights

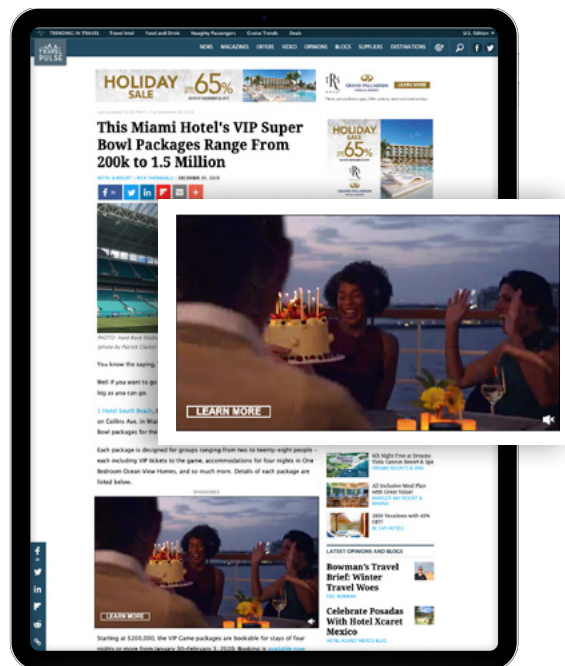
Outstream is natively placed and renders/autoplay between 4th and 5th paragraphs within the body of an article, giving an advertiser's video ad a higher level of visibility and editorial context than standard in-stream video.

How it Works

- The unit (sized 640x360 px) renders between 4th and 5th paragraphs within the body of an article as a reader scrolls to the placement, and autoplays the video. Upon completion of the video the unit delays to give a final opportunity for the user to click-through to the advertiser's destination, before collapsing.
- Client Supplies short-form video asset, and destination URL.

Technical Specifications

- Accepted video file types: YouTube Video URL, Vimeo Video URL or VAST Tag.
- Click, impressions, engagement and viewability third-party tracking are also accepted.



TECHNICAL SPECIFICATIONS

Max Video File Size	10 MB
Unit Dimensions	640x360
Call-To-Action Max Character Count	3 words
CPM	\$60 CPM
Approx. Impressions per Week	175,000

For more information contact dlamsales@ntmlc.com

* Video performance will depend on encouraging user engagement in the first few seconds.