

Content Strategy Specifications

BRANDING

Preparation

- Your logo on a transparent or white background. JPG, PNG or vector formats. JPG, GIF, SWF, HTML, Javascript ≤30KB
- One (1) Twitter handle for your company

OFFERS

Preparation

- Offers and promotions from your website or individual offers
- DOC, DOCX, PDF, HTML or URL
- Include a short title for each offer (50 characters or less)
- Offer redemption/ booking URL must be included with each offer.

IMAGES

Preparation

- Access to an image library or send images via your online gallery, email, disk or Dropbox. Images must be at ≥ 800px wide (landscape preferred).
- Include captions and copyright info
- **NOTE:** We cannot use

stock photography licensed to your company.

VIDEO

Preparation

- Existing short brand videos MOV or MP4; :30 seconds-3 mins in length
- Include a short title for each video (50 characters or less)
- Include a description for the video (25 words)
- **NOTE:** We cannot accept YouTube links.

EDITORIAL

Preparation

- Reader friendly story ideas

BROCHURES

Preparation

- Downloadable brochures or e-brochures (PDFs must be under 15 MB)
- Include a short title (50 characters or less)

PRESS RELEASES

Preparation

- Press releases no older than 2 weeks. Text should be double spaced

and left justified. Use line breaks only at the end of paragraphs.

- DOC, DOCX, PDF
- **NOTE:** All Press releases will be stripped of links.

BLOGS

Preparation

- Author name + bio 100-150 words
- Author headshot. ≥200x180px JPG or PNG
- Author social media links
- Blog name: 50 characters or less
- Blog banner: 630x250px JPG or PNG.
- Blog posts between 300-500 words DOC or PDF
- **NOTE:** Maximum of 3 images per blog post may be included. No re-purposed blogs. Must be original content. Blogging services available at additional cost.