

TravelPulse Digital Advertising Specifications

TravelPulse Category Takeovers & Run of Site

BANNER SIZES

MOBILE SCROLLER/ INTERSCROLLER: 300x400 only

OUTSTREAM VIDEO: 640x360 video file (15 - 30 seconds in length)

INTERSTITIAL: 970x50, 300x250

HOMEPAGE TAKEOVER (STANDARD OPTION): 970x90, 728x90, 320x100, 300x250, 630x60, 160x600

HOMEPAGE TAKEOVER (WALLPAPER OPTION): 1760x1500 Wallpaper (see below), 970x90, 728x90, 320x100, 300x250, 160x600

CATEGORY TAKEOVER (STANDARD OPTION): 970x90, 728x90, 320x100, 300x250, 160x600

CATEGORY TAKEOVER (WALLPAPER OPTION): 1760x1500 Wallpaper (see below), 970x90, 728x90, 320x100, 300x250, 160x600

RUN OF SITE (STANDARD OPTION): 970x90, 728x90, 320x100, 300x250

RUN OF SITE (970X250 BILLBOARD OPTION): 970x250 only

RUN OF SITE (300X600 HALF PAGE OPTION): 300x600 only

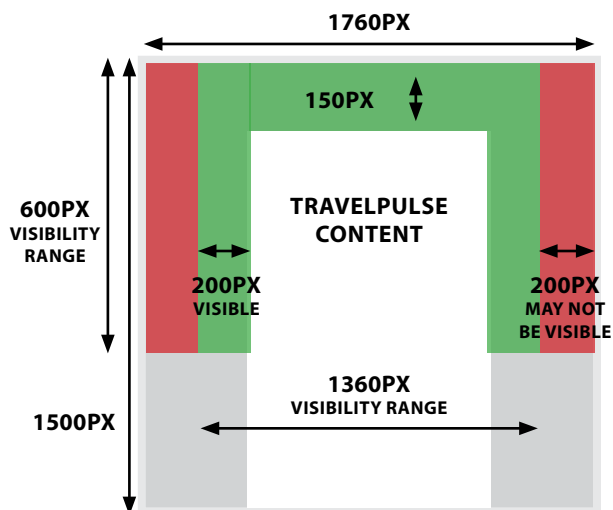
RUN OF SITE (300X1050 PORTRAIT OPTION): 300x1050 only

WALLPAPER SPECS

1760px wide, 1500px high. Top of wallpaper is 150px from the top of the creative to the top of the page body and will disappear when user scrolls down the page. Columns are 400px wide and will stay in place when user scrolls down. Wallpaper must be under 1 MB.

To ensure maximum visibility on most devices, place all pertinent information within the top 600px (vertically) of side columns and within the 200px closest to the center of the page (horizontally) on both sides. The outside 200px on both sides are not guaranteed to be visible.

Use high resolution backdrop image.



FILE SIZE

Each creative: 100kb or less except Wallpaper (Wallpaper must be under 1 MB).

ACCEPTED FORMATS

.JPG or .GIF - include a "link-to" URL, 1 click-tracker accepted Flash File AND Default Image, HTML/Third Party HTML (i.e. iFrame). Please ensure that the URL is embedded into file prior to sending

FRAME RATE

3 seconds between each frame

TravelPulse Digital Advertising Specifications

TravelPulse Sponsored Post & Native Opportunities

TRAVELPULSE DAILY NEWSLETTER SPONSORED POST

IMAGE: rectangular image (will be scaled down to 400x233), please avoid text
HEADLINE: 40 characters or less
DESCRIPTION: 120 characters or less

TRAVELPULSE.COM NATIVE PLACEMENT

IMAGE: rectangular image (will be scaled down to 400x233), please avoid text
HEADLINE: 40 characters or less

TravelPulse Daily Newsletter and Weekend Newsletter

BANNER SIZES | **DAILY NEWSLETTER SINGLE BANNER:** 600x90 or smaller
WEEKEND NEWSLETTER TAKEOVER: 728x90 (1x), 160x600 (1x)

FILE SIZE | Each creative: 100kb or less

ACCEPTED FORMATS | .JPG or .GIF - include a "link-to" URL, 1 click-tracker accepted. No HTML tags accepted.

FRAME RATE | 3 seconds between each frame

TravelPulse Canada, TravelPulse Quebec, TravelPulse Mexico

BANNER SIZES | Specific banner size(s) included in each program will vary according to the client's contract.

FILE SIZE | Each creative: 100kb or less

ACCEPTED FORMATS | .JPG or .GIF - include a "link-to" URL, 1 click-tracker accepted Flash File AND Default Image, HTML/ Third Party HTML (i.e. iFrame) Client/agency must ensure that all assets are hosted and called via ad tags (example: HTML5 tags cannot be provided as a zip file) TravelPulse Canada Newsletter, the only accepted file formats are .JPG, .PNG, and .GIF.

FRAME RATE | 3 seconds between each frame

Flash files and third party tracking tags are only accepted for positions on TravelPulse, TravelPulse Canada, and TravelPulse Quebec, and TravelPulse Mexico

- We do not accept flash and/or third party tracking tags for newsletter display banners.
- Banner Advertisements normally go live on Sunday.
- All banner materials are due on the Monday before going live (six days before the launch date).

All display banner advertising materials should be sent directly to:

JACK FENNING

Director of Marketing & Virtual Events
jfenning@ntmlc.com

MATTHEW SPEAK

Director, Ad Operations & SEO
mspeak@ntmlc.com