TravelPulse.com 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. 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; 3-5 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.

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.

Editorial
Preparation:
» Reader friendly story ideas.