

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.**

Editorial

Preparation:

- » Reader friendly story ideas.

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.