

TravelPulse Digital Advertising Specifications

HOMEPAGE SPONSORSHIP:

- 970x250 (970x90 can also be accepted)
- 300x250
- 320x100

CATEGORY/CONTENT SPONSORSHIP:

- 970x250 (970x90 can also be accepted)
- 300x250
- 320x100
- 630x60

INTERSTITIAL:

- 970x250
- 300x250

MOBILE SCROLLER:

- 300x600 only

OUTSTREAM VIDEO:

- 640x360 video file (15 – 30 seconds in length)

RUN OF SITE:

- 970x250 (970x90 can also be accepted)
- 300x250
- 320x100
- 630x60

TRAVELPULSE NEWSLETTER ADS

(*TravelPulse Daily Newsletter, Weekend Edition, Traveler Newsletter, Niche Newsletters*)

- 600x90 only

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

NATIVE ADVERTISING ON TRAVELPULSE.COM

- Image: rectangular image 390x242 JPG
- Content Title - 75 characters
- Content Description - 140 characters
- Sponsored by - 30 characters (client name)

Please include a landing page URL with all digital ad submissions.

All ads must be under 60kb initial load.

Accepted file types:

- GIF
- JPG
- PNG
- Third Party Tags

For newsletter ads: click trackers and impression pixels are accepted.

Ad materials are due 6 days prior to going live. In most cases, this will be on a Monday.

Materials must be sent to:

- Matthew Speak (mspeak@ntmlc.com)
- Jack Fenning (jfenning@ntmlc.com)