Content Strategy Inclusions

**Branding**
Your logo appears on your microsite and in rotation as a Featured Supplier on TravelPulse.

**Offers**
Examples of Offers
Your offers are used to promote exclusive deals your brand is advertising and appear on TravelPulse and the TravelPulse Daily Newsletter.

**Video**
Examples of Videos
Your branding videos appear in a gallery on your microsite and throughout TravelPulse. They are also ‘Featured’ on the TravelPulse Homepage and in the TravelPulse Daily Newsletter*.

**Brochures**
Example of a Brochure
Your brochures or links to e-brochures appear on your microsite.
Content Strategy Inclusions

Featured Content

Example of Featured Editorial

Example of Custom Slideshow

Our team works with you to publish in-depth and unique content about your brand through editorial features or custom slideshows. These are featured throughout TravelPulse, on your microsite and featured in the TravelPulse Daily Newsletter.

Blogs

Examples of Blogs

Share your brand’s unique perspective with the TravelPulse community. Your blog posts appear on your very own blog page, your microsite and in the TravelPulse Daily Newsletter.

Press Releases

Your TravelPulse program guarantees your press releases coverage and will appear on TravelPulse and the TravelPulse Daily Newsletter.

Sponsored Content

Your content locked in within the News, Editorials and Slideshows on TravelPulse.com providing extra exposure.
Content Strategy Inclusions

A visual guide to your Microsite:

**Microsite**

*Example of a Microsite*

All your program’s components aggregated on your very own branded microsite: your unique space on TravelPulse.com.

*All of your components are also featured in the TravelPulse Daily Newsletter, a database of 100,000+ travel advisor subscribers, sent out every morning Monday-Friday.*