

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 size (15–30 seconds in length Mobile & Desktop)

RUN OF SITE:

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

STICKY FOOTER:

- 400x100 (mobile)
- 2560x90 (desktop)
- Recommended font size 12-16pts

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.

- Creatives cannot be adjusted mid-week after a campaign has launched. This is to ensure that creatives have visibility on our sites, as best practice in digital marketing.

-Submit all digital ad materials online at:

<https://ntmdas23.atlassian.net/servicedesk/customer/portal/4/group/16>

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
- Landing Page URL
- Headline: 40 characters or less
- Description: 120 characters or less

NATIVE ADVERTISING ON TRAVELPULSE.COM

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

TRAVELPULSE POP-UP:

- High res image (1280x2500), we can use the same image for both desktop & mobile, but if you want to provide a separate image for mobile it's (1280x900)
- Short headline
- Landing page URL

Quiz2Win Giveaway:

- Name and website of resort giving away the trip
- Name of the promotion'
- Physical address of the company providing the trip
- Details on the stay (# of nights, estimated value, all-inclusive or not, when it can be redeemed, etc.)
- Photo and video gallery of the resort
- Hi-res PNG logo of resort
- Any copy you want included on the landing page
- Questions and answers for the quiz (it's multiple choice, so please include the correct answer as well as wrong answers)
- List of specialization choices for when agents submit the form (Caribbean, All-Inclusive, anything else you want to include)

CTA Text Scroller

- The main text is 70 characters max, provide CTA message such as "Learn More", the landing page url and the preferred color of the text.