

TravelPulse Canada & Quebec

TravelPulse Category Takeovers & Run of Site

BANNER SIZES

CATEGORY 1 & NEWSLETTER
300x250: 300x250 only

DAILY NEWSLETTER
LEADERBOARD: 600x90 only

WEBSITE LEADERBOARD:
970x90, 320x100

MIDPAGE LEADERBOARD:
630x60 (Articles Only), 970x90,
Mobile: 320x100

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.

MOBILE SCROLLER: 300x600 only

INTERSTITIAL: 970x250, 300x250

FIXED FOOTER: 2560x90, 400x100

WEEK IN REVIEW
NEWSLETTER: 600x90, 300x250

BREAKING NEWS
NEWSLETTER: 600x90

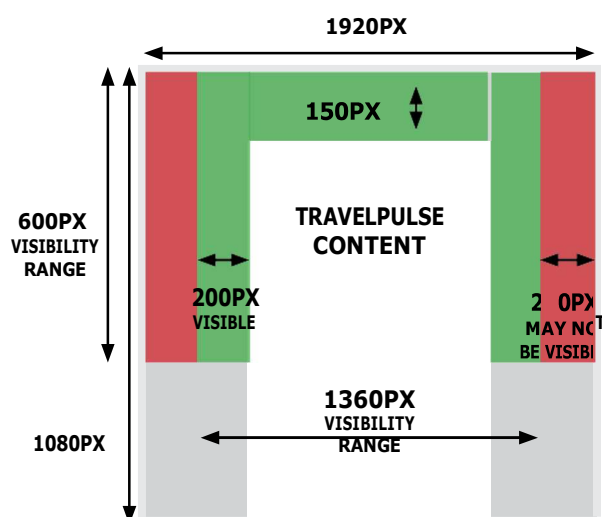
OUTSTREAM VIDEO: 640x360
video file, 15 seconds in length, 4 MB max

WALLPAPER: 1920x1080
creative, must be under 1 MB, *PLEASE FOLLOW SPECS DETAILED BELOW*

WALLPAPER SPECS

1920px wide, 1080px high. Top of wallpaper is 150px from the top of the creative to the top of the page body and will disappear when user scrolls down the page. Columns are 400px wide and will stay in place when user scrolls down. Wallpaper must be under 1 MB.

To ensure maximum visibility on most devices, place all pertinent information within the top 600px (vertically) of side columns and within the 200px closest to the center of the page (horizontally) on both sides. The outside 200px on both sides are not guaranteed to be visible. Use high resolution backdrop image.



FILE SIZE

Each creative: 100kb or less except Wallpaper (Wallpaper must be under 1 MB).

ACCEPTED FORMATS

.JPG or .GIF - include a "link-to" URL, HTML/Third Party HTML (i.e. iFrame). Please ensure that the URL is embedded into file prior to sending

FRAME RATE

3 seconds between each frame

TravelPulse Canada & Quebec

Sponsored Post

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

Landing Page URL

TRAVELPULSE.COM NATIVE PLACEMENT

IMAGE: rectangular image (will be scaled down to 358x220), please avoid text

HEADLINE: 40 characters or less

Landing Page URL

Language

TRAVELPULSE CANADA materials must be submitted in English

TRAVELPULSE QUEBEC materials must be submitted in French

Week in Review Newsletter and Breaking News Newsletter

BANNER SIZES

WEEK IN REVIEW NEWSLETTER: 600x90, 300x250

BREAKING NEWS NEWSLETTER: 600x90 only

FILE SIZE

Each creative: 100kb or less

ACCEPTED FORMATS

.JPG or .GIF - include a "link-to" URL, 1 click-tracker accepted. No HTML tags

FRAME RATE

3 seconds between each frame

- **Third party tracking tags are only accepted for positions on TravelPulse Canada and TravelPulse Quebec**
- We do not accept flash and/or third-party tracking tags for newsletter display banners.
- Banner Advertisements normally go live on Monday.
- All banner materials are due on the Tuesday before going live (six days before the launch date).
- 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.

Send all Banner Advertising Materials to:

tpmaterials@ntmlc.com

Send all Email Materials to:

ntmemails@ntmlc.com