

# TravelPulse Canada & Quebec Digital Specifications

## 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

**MOBILE SCROLLER:** 300x600  
 only

**INTERSTITIAL:** 970x250,  
 300x250

**FIXED FOOTER:** 1140x70  
 720x60, Mobile 300x50

**WEEK IN REVIEW**  
**NEWSLETTER:** 600x90, 300x250

**BREAKING NEWS**  
**NEWSLETTER:** 600x90

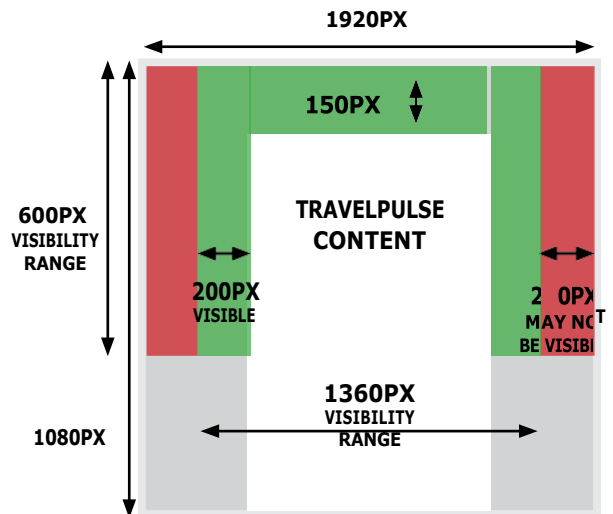
**OUTSTREAM VIDEO:** 640x360  
 video file, 15 seconds in  
 length, 4 MB max

**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

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## Sponsored Post

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### 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

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**TRAVELPULSE CANADA materials must be submitted in English**

**TRAVELPULSE QUEBEC materials must be submitted in French**

## Week in Review Newsletter and Breaking News Newsletter

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**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](mailto:tpmaterials@ntmlc.com)

Send all Email Materials to:

[ntmemails@ntmlc.com](mailto:ntmemails@ntmlc.com)