

# TravelPulse Canada & Quebec

**-Submit all digital ad materials online at:**

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

## 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

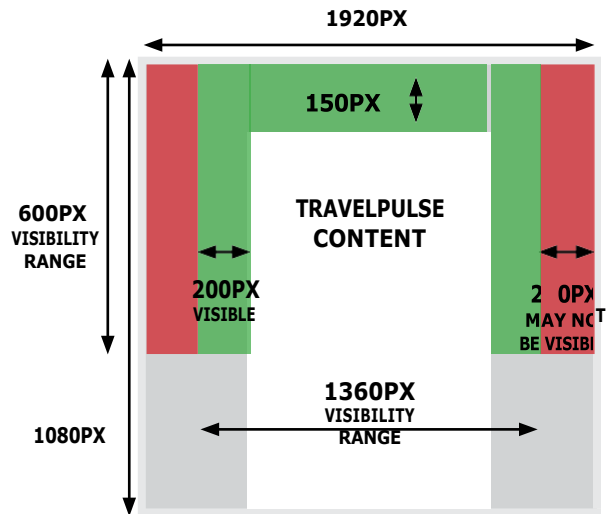
**OUTSTREAM VIDEO:** 640x360 video file, 15 seconds in length, 4 MB max

**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

# TravelPulse Canada & Quebec

**FRAME RATE** .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  
| 3 seconds between each frame

## 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.