Where Travel Suppliers Reach the Most Engaged Audience of Travel Advisors

With more than 100,000+ travel advisor subscribers, TravelPulse reaches approximately 90% of the U.S. travel advisor market.

900,000
Average Monthly Visitors
(2019 Average)

750,000
Average Monthly
Unique Visitors
(2019 Average)

100,000+
Travel Advisor Subscribers
TravelPulse Content Strategy Programs

TravelPulse takes a content marketing approach to telling your story via multiple touch points.

DIGITAL SOLUTIONS

FEATURED EDITORIALS

READY-TO-AIR VIDEOS

OFFERS & PROMOTIONS

GUARANTEED PRESS RELEASES

BLOGGING

MICROSITE
**DIGITAL SOLUTIONS**

**Programs**

Choose a set program or let us create a custom program designed to your needs.

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<td>Microsite</td>
<td>Duration of program contracted</td>
<td>Duration of program contracted</td>
<td>Duration of program contracted</td>
</tr>
</tbody>
</table>

**BONUS REACH**

The only business that reaches virtually every travel advisor in the United States while extending your reach to millions of travelers at no cost to suppliers and destinations.

- **197.3M** pages of content viewed by **22.4M** unique travelers via MSN in 2019
Advertising on TravelPulse.com

**DIGITAL SOLUTIONS**

**TRAVELPULSE DAILY NEWSLETTER**
Reach Advisors First Thing in the Morning
- One uniform size – 600X90
- **SLEEK NEWSLETTER DESIGN** ideal for modern devices and screen sizes.
- Content segmented by category
- Deployed Monday through Friday

**TRAVELPULSE WEEKEND EDITION**
- Align your brand’s messaging with the **TOP TRENDING ARTICLES AND OFFERS** of the week.
- Features top (728X90) and right side (160X600) banners.
DIGITAL SOLUTIONS

TRAVPULSE NICHE NEWSLETTERS

Our niche newsletters are delivered to advisors who have opted-in to receive the latest news and offers for specific travel segments or their most-sold destinations.

- Features top (728x90) and two (2) right side

NICHE NEWSLETTER LINEUP

- River Cruise Newsletter
- Luxury Newsletter
- Luxury Hotels & Resorts Newsletter
- Luxury Cruise Newsletter
- Mexico Newsletter
- Hawaii Newsletter
- Caribbean Newsletter
- Las Vegas Newsletter
- Europe Newsletter
- Florida Newsletter

WANT A CUSTOM NEWSLETTER CREATED JUST FOR YOU? WE CAN DO THAT TOO!

TRAVPULSE BREAKING NEWSLETTER

Reach travel industry professionals the second breaking news hits their inbox.

- Features top (728x90) and right side (160x600) banners.

NORTHSTAR TRAVEL GROUP
DIGITAL SOLUTIONS

Homepage Takeover

THE PERFECT HOME FOR YOUR ADVERTISING MESSAGE

- Own EVERY POSITION and EVERY IMPRESSION on the TravelPulse.com homepage and key pages of TravelPulse.
- Relay your message to THE MOST LOYAL TRAVELPULSE READERS.
- Choose between two options: Takeover with STANDARD AD UNITS, takeover with WALLPAPER.

PAGES AND SECTIONS AVAILABLE

- TravelPulse.com Homepage
- Latest Travel & Tourism News
- Trending in Travel (all trending content)
- Latest Travel Opinions (all opinions, columns & blogs)
- Latest Travel & Tourism Videos
- Travel Suppliers
- Latest Travel Deals, Offers & Discounts

Standard Units

Wallpaper
DIGITAL SOLUTIONS

Category Takeover

TARGETED FOR YOUR NICHE

- Own EVERY POSITION and EVERY IMPRESSION on the TravelPulse category of your choice.
- Target ALL news pages, offers pages, videos pages, and supplier pages for your chosen categories.
- Choose between two options: Takeover with STANDARD AD UNITS, takeover with WALLPAPER.

CATEGORIES AVAILABLE

- Travel Advisor + Host Agency & Consortia
- Tour Operator + Vacation Packages
- Cruise
- Airlines & Airports + Car Rental & Rail
- Hotel & Resort
- Destination & Tourism
- Features & Advice
- People + Entertainment
- Business Travel + Travel Technology
- Magazine Articles
- Impacting Travel

Standard Units

Wallpaper

RUN OF SITE

Run of Site options are available on a CPM basis in a variety of sizes:

- Standard options: 970x90, 728x90, 320x50, 300x250
- 970x250 Billboard
- 300x600 Half Page
- Geo-targeting is also available
Leaderboards & Skyscrapers

AVAILABLE FOR ALL TAKEOVERS AND FOR RUN OF SITE

- **970X90 SUPER LEADERBOARD:** Extra wide leaderboard unit to fit today’s modern extra-wide desktop screens

- **160X600 SKYSCRAPER:** Displayed on the left and right columns. Achieve high visibility on both sides of the page. Height can be as high as 1,000 pixels.

- **728X90 LEADERBOARD:** The classic leaderboard size. Tried and true. Visible on both desktop and tablet.

- **320X50 MOBILE LEADERBOARD:** The standard mobile ad unit – perfect width for all mobile devices.
DIGITAL SOLUTIONS

Homepage Wallpaper

AVAILABLE FOR ALL TAKEOVERS

- **SUROUNDS THE ENTIRE HOMEPAGE.**
  Runs across the top and down both side columns of TravelPulse.com.
- Ensures maximum visibility of your message.

NEW FOR 2020

**Mobile Scroller**

- The **MOBILE SCROLLER AD** appears in-article and puts your creative at the center of the mobile experience while remaining unobtrusive to the user. The client provides a 300x400 JPG or GIF and we handle all of the legwork.
DIGITAL SOLUTIONS

NEW FOR 2020

Outstream Video Ad Unit

- Outstream is an attention-grabbing video ad unit that gives advertisers an opportunity to feature their short-form video content in a highly-visible native advertising placement within TravelPulse’s award-winning content.
- Outstream is natively placed and renders/auto-plays between 4th and 5th paragraphs within the body of an article, giving an advertiser’s video ad a higher level of visibility and editorial context than standard in-stream video.

Full-screen Interstitial Ad

- Presented to all travel advisors who visit TravelPulse directly from the TravelPulse Daily Newsletter.
- CLICK-THROUGH RATES AS HIGH AS 1.5-2.0%
- Hides all page content, putting your message FRONT AND CENTER.
- FLEXIBLE SIZING – 970x250 is a favorite among our clients.
- MOBILE FRIENDLY – 300x250 consumes a large portion of the mobile screen.
DIGITAL SOLUTIONS

NEW FOR 2020

Custom Content Landing Page

- Custom Content Landing Pages are a unique way to promote your brand’s content and drive conversions for email marketing campaigns within the TravelPulse Daily Newsletter and on TravelPulse.com where your brand has 100% SOV.
- Each page has traffic driven to it through four different avenues: newsletter, on-site, email, and print.

NEW FOR 2020

Sponsored Posts

- The Sponsored Post offering from TravelPulse gets your content directly in front of viewers of the TravelPulse Daily Newsletter alongside the biggest headlines from the industry. Your content is distributed just as other pieces of editorial content are, with a red callout naming your brand as the Sponsor of the piece.
- All Sponsored Posts have their own native ad slot inside the TravelPulse Daily Newsletter and on TravelPulse.com.
DIGITAL SOLUTIONS

NEW FOR 2020

TravelPulse Podcast

The TravelPulse Podcast cuts through all the noise to give you what you need to hear about travel. Hosts Eric Bowman and Dan Callahan discuss travel news, tips, and more with industry experts and other insightful guests. The TravelPulse Podcast is distributed through major podcast platforms such as Apple Podcasts, Google Podcasts, Spotify, Stitcher, and TuneIn, and is also available on TravelPulse.com.

Current advertisement opportunities can be done in a couple of different ways:
- A personalized read from the hosts at either the top or middle of the episode
- A sponsorship of a specific segment where the brand will be mentioned throughout their discussion (i.e. a resort sponsoring a segment on tips for finding the perfect resort)

Twitter Chat

- Sponsors of this chat will be at the forefront of the discussion, allowing all travel advisors, travelers, and travel suppliers to directly engage throughout the hour-long discussion on TravelPulse's Twitter of over 82K followers.
- Work with the TravelPulse social media team on choosing a relevant topic that will drive the maximum amount of engagement and results.
- Coordinate questions to be asked to followers of the chat, and our team will create graphics and a timeline of postings for the chat.
- On a set date, the chat will go live on the TravelPulse Twitter account utilizing the #TPchat hashtag and will last for an hour.
- The chat will be actively promoted ahead of time across social media and to TravelPulse's database of advisors, travelers, and suppliers.
DIGITAL SOLUTIONS

NEW FOR 2020

Social.AMP

- Social.Amp amplifies your highly relevant, timely social content to our premium travel advisor audience. With this new ad format, you can feature popular/recent social posts from Facebook, Instagram, or Twitter as display ads on TravelPulse’s brand safe site, extending the impact of your social messaging.

NEW FOR 2020

Social Access

- Social Access helps you maximize the impact of your paid advertising initiatives on social networks and expands your earned media potential. Using proprietary 1st party audience data from our own properties, we ensure delivery of your ad messages to top travel buyers and influencers on social media networks like Facebook, and Instagram.
- Using TravelPulse audiences that you can’t access anywhere else sharpens target penetration, mitigates ad waste and improves campaign performance.
Travelpulse Giveaway Pop-Up

- Estimated **300,000 impressions** in one month
- Run on a CPM or CPL basis
- Visitors enter contest by clicking button which will go to a custom landing page
- Confirmation of entry emails will go to each user that converts, which includes co-branding and links to your website
- Winner will be chosen by TravelPulse after the campaign is completed
TravelPulse Dashboard

GET A SINGLE VIEW OF YOUR MARKETING PERFORMANCE

TravelPulse provides administrative access to a customized results-driven dashboard providing a 360° view of the performance of your entire marketing program.

• REPORTING MADE EASY:
A detailed reporting schedule can be set to monitor and track the activity levels for specific components of your campaign.

This analytics tool consolidates your data into an easy-to-use, web-based interface allowing you to track the results of your campaign including:

• OFFERS: Track total impressions and clicks for every offer posted on TravelPulse.com.
• EDITORIAL: Find out when you have been covered, and how many people have seen and read the coverage.
• VIDEOS: Track total number of views on all videos posted.
• TARGETED EMAILS: Your advisor messages are tracked by delivered, opened, and click-throughs.
• BANNER ADS: Track impressions and click-throughs for every banner.
LEAD TIME
All standard graphics and text submissions should be submitted 3 (three) business days prior to the campaign launch date. All finished artwork supplied must be tested and function properly on the most recent versions of PC/Macintosh browsers such as: Internet Explorer 5 and above, Safari and Firefox.

FORMAT
RGB format, saved in JPG or GIF format (256 Colors). Graphics may be used on many different colored backgrounds, so don't create transparent backgrounds. All images should be bordered so as not to bleed into the background. Images should be optimized to the lowest possible bit depth using Adobe Photoshop or similar program. For optimal display, we recommend using the browser-safe color palette. The use of fewer colors results in the sharpest and most efficient ads.

POSTING OF TRAVEL AGENT AND CONSUMER PROMOTIONS/OFFER SPECIFICATIONS
- PDF or HTML file should not exceed 650 pixels wide (no requirement for length). Optimal width is 550-600px.
- You must provide an HTML file in addition to images in order for us to host images on our server.
- Please indicate if materials are agent-friendly or consumer-friendly.
- Please include “From Name” and “Subject” line (max 45 characters).

FILE SIZE
Ads may not exceed 200KB in size. Final graphics must be supplied with their correct labeling with the appropriate suffix to denote format; e.g., a GIF banner called my_advertisement must be labeled my_advertisement.gif

HYPERLINKING
We can link banner ads to the advertiser's site. To allow us to link to their sites, advertisers should specify a URL such as the following:
Please ensure URLs are correct before sending (this also includes redirects for third-party serving). All links and redirects should allow the viewer to click back to the original site. Any tags found to not adhere to this will not be placed on the TravelPulse website.

NICHE NEWSLETTERS
- One (1) 728x90 display banner
- Two (2) 300x250 banner
- One (1) offer or promotion (see TravelPulse Content Strategy Specifications for information)

MICROSITE (ONLY AVAILABLE FOR PREFERRED PARTNERS WITH A TRAVELPULSE CONTENT MARKETING PROGRAM)
Written for your company by our staff. Includes company overview, contact information and links to your site.
TRAVELPULSE.COM SPECIFICATIONS

Content Strategy Specifications

BRANDING
Preparation
- Your logo on a transparent or white background. JPG, PNG or vector formats. JPG, GIF, SWF, HTML, Javascript ≤30KB
- One (1) Twitter handle for your company

OFFERS
Preparation
- Offers and promotions from your website or individual offers
- DOC, DOCX, PDF, HTML or URL
- Include a short title for each offer (50 characters or less)
- Offer redemption/booking URL must be included with each offer.

IMAGES
Preparation
- Access to an image library or send images via your online gallery, email, disk or Dropbox. Images must be at ≥ 800px wide (landscape preferred).
- Include captions and copyright info
- NOTE: We cannot use stock photography licensed to your company.

VIDEO
Preparation
- Existing short brand videos MOV or MP4; 3-5 mins in length
- Include a short title for each video (50 characters or less)
- Include a description for the video (25 words)
- NOTE: We cannot accept YouTube links.

EDITORIAL
Preparation
- Reader friendly story ideas

BROCHURES
Preparation
- Downloadable brochures or e-brochures (PDFs must be under 15 MB)
- Include a short title (50 characters or less)

PRESS RELEASES
Preparation
- Press releases no older than 2 weeks. Text should be double spaced

VIDEO INTERVIEWS
Preparation
- To schedule filming
- Your preference of remote Skype interviews or on location interviews

BLOGS
Preparation
- Author name + bio 100-150 words
- Author headshot. ≥200x180px JPG or PNG
- Author social media links
- Blog name: 50 characters or less
- Blog banner: 630x250px JPG or PNG.
- Blog posts between 300-500 words DOC or PDF
- NOTE: Maximum of 3 images per blog post may be included. No re-purposed blogs. Must be original content. Blogging services available at additional cost.
# 2020 TravelPulse Monthly Focuses

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<td>PREPARING FOR THE NEW YEAR / WINTER TRAVEL / RELEVANT HOLIDAY TRAVEL</td>
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Email Marketing

FROM
Your brand name should be within the from field (i.e. from Carnival Cruise Lines, Marriott, etc).

SUBJECT LINE
First impressions are everything. It’s the difference between an open and a delete. Limit your subject line to 35 characters or less. Do not use all caps or excessive punctuation marks. Subject lines that include a company name or brand have a higher open rate.

CONTENT
Your message will either get the click-throughs or it won’t. Use these tips to make sure you get your messaging across.

TEXT
• Ideal font size for body copy is 14 pixels.

• Please indicate if materials are agent-friendly or consumer-friendly.
• Please include “From Name” and “Subject” line (max 45 characters).

TECHNICAL
• Email file sizes should be between 40-50K, creative no wider than 600 pixels.

LAYOUT
• The ideal email width is 600 pixels

FOOTER
• Include company’s website and contact information
• Make it shareable — include social media sharing links or forward to a friend option to maximize reach.

FORMATTING
• Stylesheets are strongly discouraged.
• Use standard HTML; do not use JavaScript.

IMAGES
• When using images be sure to provide alt-text.

BEST PRACTICES FOR BANNER ADVERTISING IN EMAILS
• Clear and concise messaging
• Include Promotions/ Offers if you have them.
• Experiment with colors.
• Balance text with images.
• Visible brand name and URL.

AVOID
• Using the word FREE, excessive punctuation or odd characters that might trigger a spam in your subject line.
• Do not use image only emails — text to image ratio.
• Do not use Flash.
READY TO GROW YOUR BUSINESS?
CONTACT SALES@TRAVALLIANCE.COM | 856-505-1400