

TRAVEL PULSE

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.

2.6M

*Average Monthly Page Views
(2020 Average)*

1.2M

*Average Monthly Visitors
(2020 Average)*

1M

*Average Monthly Users
(2020 Average)*

100K+

Travel Advisor Subscribers

The screenshot displays the TravelPulse website interface. At the top, there is a navigation bar with the following items: "TRENDING IN TRAVEL", "Travel Intel", "Coronavirus Outbreak", "Boeing 737 MAX", "Naughty Passengers", and "Cruise". Below the navigation bar is the TravelPulse logo. The main content area features a large banner for "CURATED DEALS IN PUERTO VALLARTA" with the subtext "Get resort credits + more." and an image of three women. Below this is a news article titled "Mexico to Reportedly Limit New Hotel Growth in Cancun" with a "TRENDING" tag. The article includes an aerial view of a beach resort and a sub-headline "FROM COAST TO COAST. Take advantage of money-saving offers across Mexico." Below the article is a "DELTA VACATIONS" logo. At the bottom, there is another "CURATED DEALS" banner.

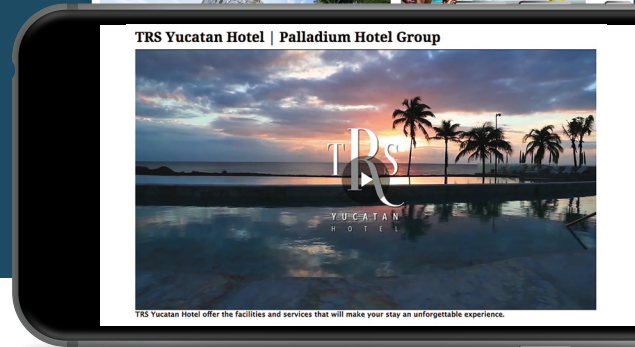
DIGITAL SOLUTIONS

TravelPulse Content Strategy Programs

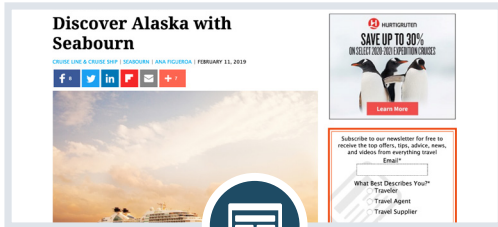
TravelPulse takes a content marketing approach to telling your story via multiple touch points.

Meet Raggs and his friends, the new hosts of the Palladium Family Program!

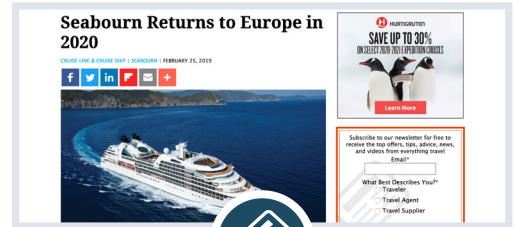
FAQ: Playa Hotels & Resorts' Newest Properties in Jamaica



Exclusive Add-on for TravelPulse Content Strategy Partners:
Own **ALL** advertising on your pages!



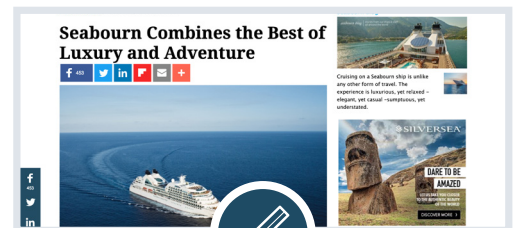
FEATURED EDITORIALS



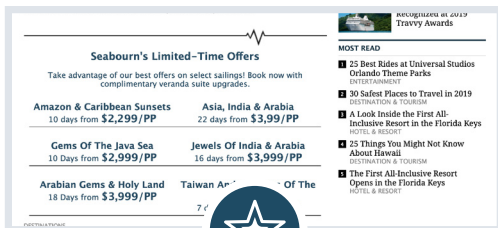
GUARANTEED PRESS RELEASES



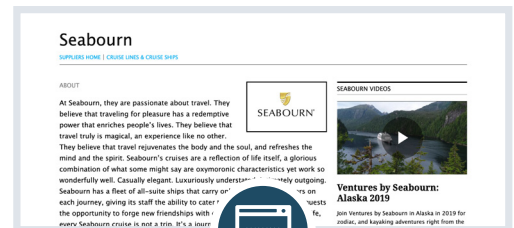
READY-TO-AIR VIDEOS



BLOGGING



OFFERS & PROMOTIONS



MICROSITE

DIGITAL SOLUTIONS

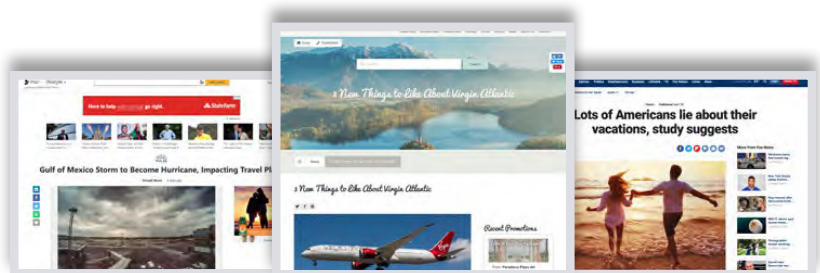
Programs

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

	ELITE	PREMIERE	DELUXE
Featured Editorial	12X/YR	6X/YR	4X/YR
Guaranteed Press Release	UNLIMITED	10X/YR	6X/YR
Videos	4X/YR	2X/YR	1X/YR
Blogging	1X/WK	2X/MO	1X/MO
Offers & Promotions	1X/DAY	2X/WK	4X/MO
Microsite	Duration of program contracted	Duration of program contracted	Duration of program contracted

BONUS REACH

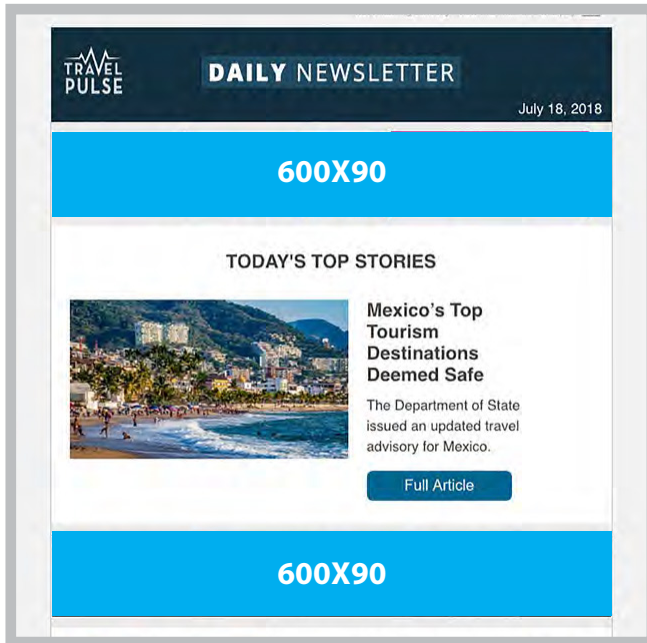
The only business that reaches virtually every travel advisor in the United States while extending your reach to millions of travelers at no cost to suppliers and destinations.



- **65.2M** pages of content viewed by **10.7M** unique travelers via MSN in 2020



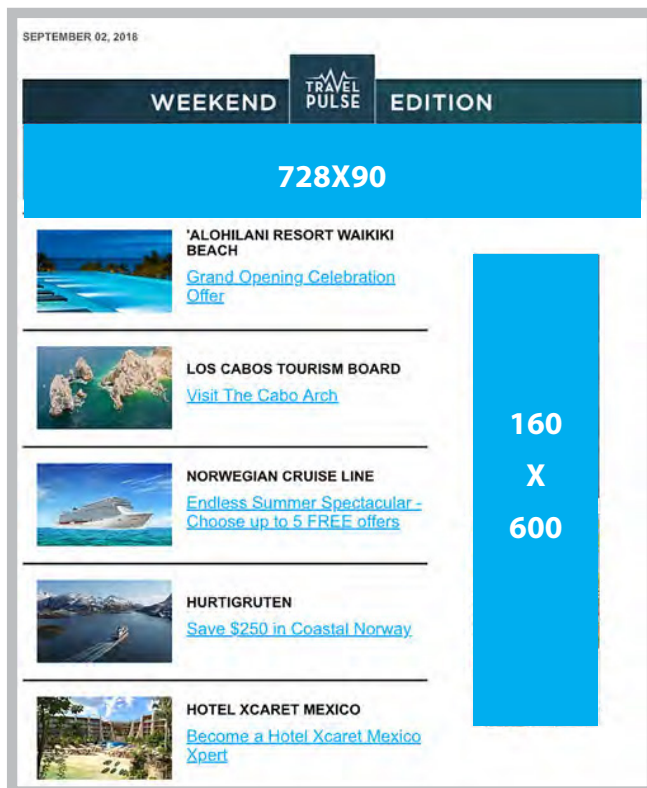
Advertising on TravelPulse.com



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

THE LATEST NEWS, OFFERS AND INFO FROM THE CRUISE INTO LUXURY

TRAVEL PULSE CRUISE INTO LUXURY

728X90

TOP CRUISE INTO LUXURY STORIES

300X250

Seabourn Signs Letter of Intent for Two New Expedition Ships

Set for delivery, operate in the destinations.

Scenic Adds New 2019 Egypt Cruise and Land Tour Departures

The line is also offering free air or \$1,000 savings for bookings made by August 31, 2018. [READ MORE](#)

FEATURED OFFERS

SEABOURN
Seabourn's Asia, Arabia & Africa Special Offers

PAUL GAUGUIN CRUISES
Save 50% plus Included Airfare from Los Angeles

CRYSTAL CRUISES
Limited-Time Savings, Unlimited Luxury

AVALON WATERWAYS
Save \$2000 per couple 2019 Avalon Waterways Ganges River Cruises.*

FEATURED VIDEO

with \$ OFFER ON BOARD

June 14, 2018

BREAKING NEWS

728X90

Royal Caribbean Buys Stake in Luxury Line Silversea

160 X 600

The acquisition gives RCCL a luxury brand and will fuel continued growth for Silversea. [Read More.](#)

[f](#) [t](#) [in](#) [g+](#)

TRAVELPULSE 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!

TRAVELPULSE BREAKING NEWSLETTER

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

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

DIGITAL SOLUTIONS

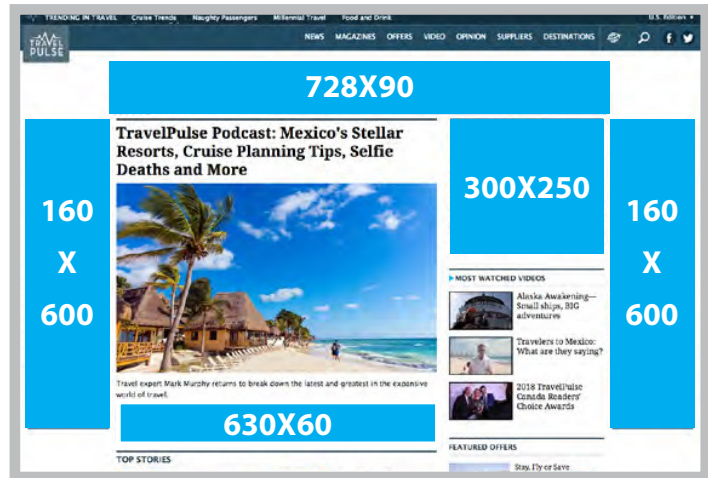
Homepage Takeover

THE PERFECT HOME FOR YOUR ADVERTISING MESSAGE

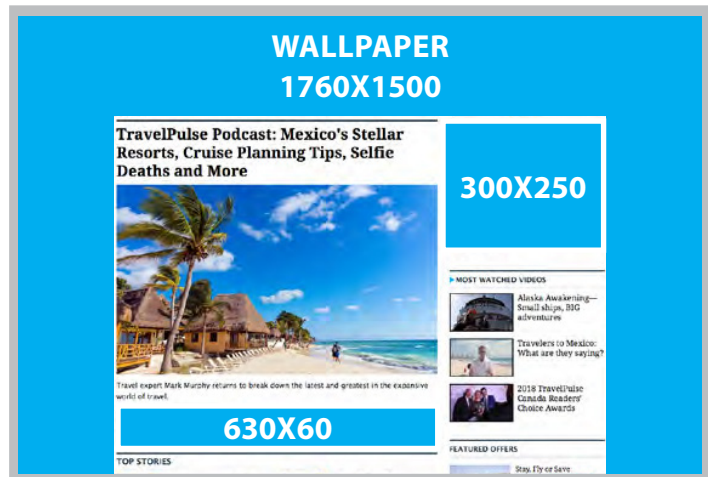
- Own EVERY POSITION and EVERY IMPRESSION on the TravelPulse.com homepage and key pages of TravelPulse.
- Relay your message to THE MOST LOYAL TRAVELPULSE READERS.
- Choose between two options: Takeover with STANDARD AD UNITS, takeover with WALLPAPER.

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

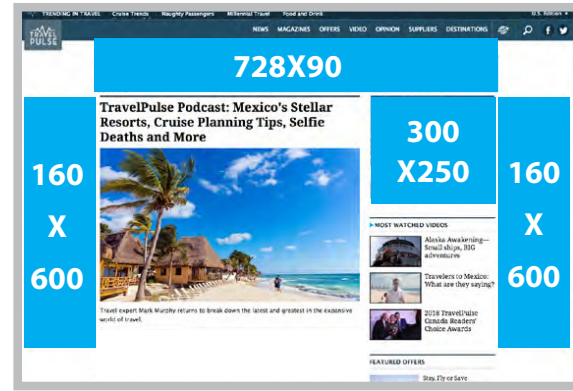
Category Takeover

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:

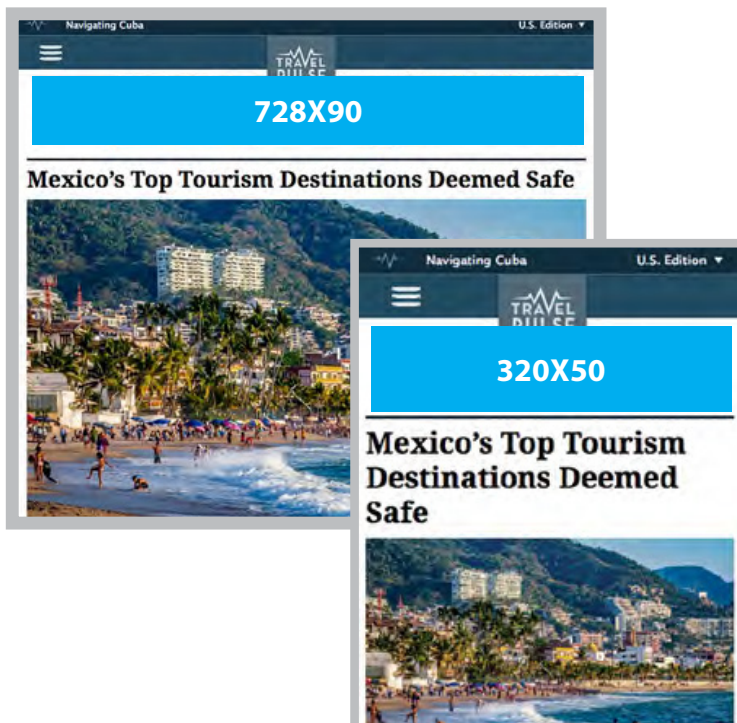
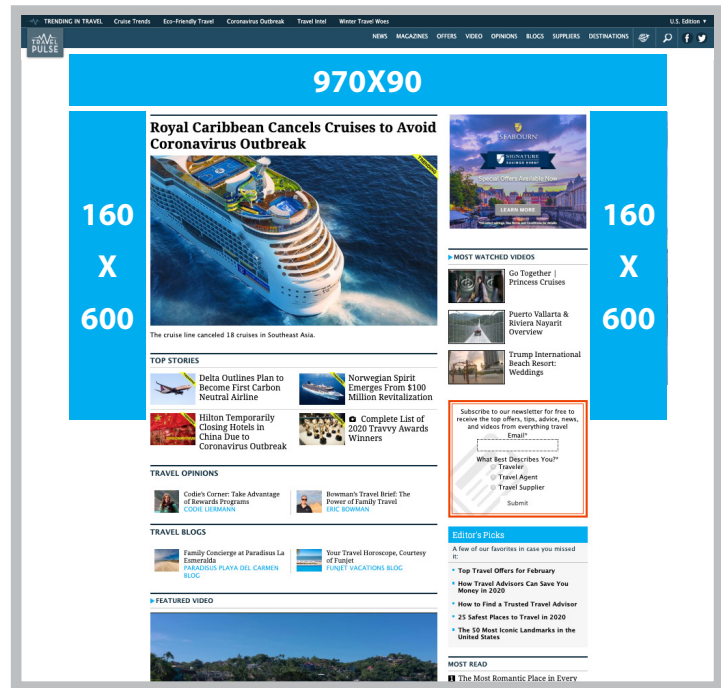
- Standard options: 970x90, 728x90, 320x50, 300x250
- 970x250 Billboard
- 300x600 Half Page
- Geo-targeting is also available

DIGITAL SOLUTIONS

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.



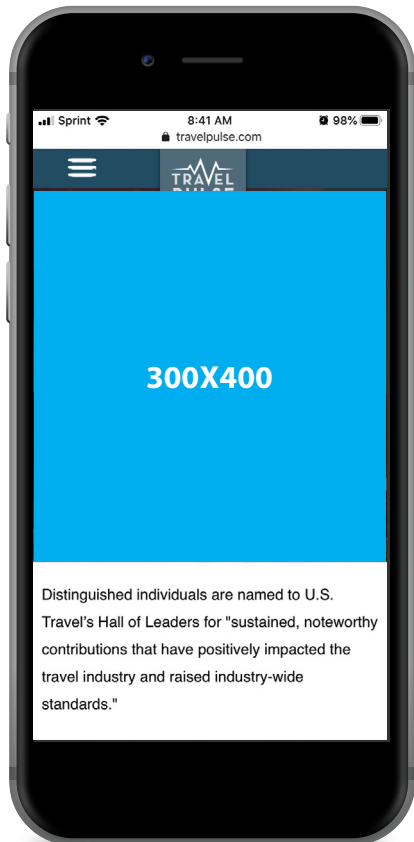
- **728X90 LEADERBOARD:**
The classic leaderboard size.
- Tried and true. Visible on both desktop and tablet.
- **320X50 MOBILE LEADERBOARD:**
The standard mobile ad unit – perfect width for all mobile devices.

DIGITAL SOLUTIONS

Homepage Wallpaper

AVAILABLE FOR ALL TAKEOVERS

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

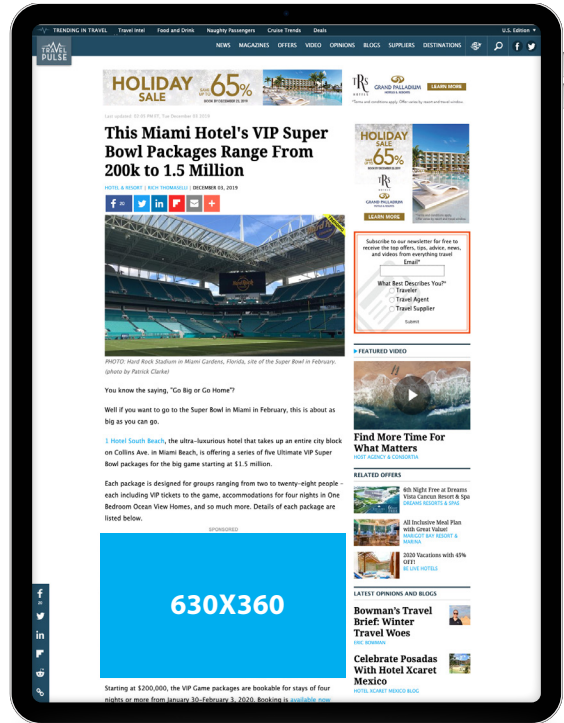


Mobile Scroller

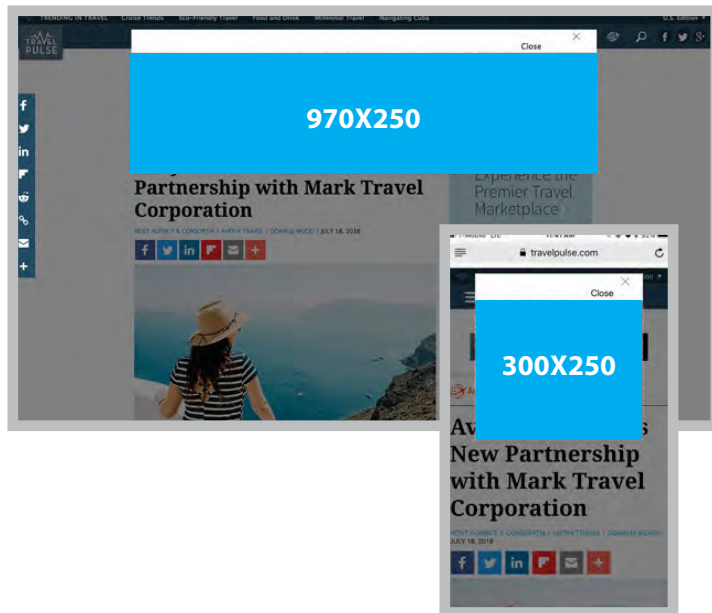
- The **MOBILE SCROLLER AD** appears in-article and puts your creative at the center of the mobile experience while remaining unobtrusive to the user. The client provides a 300x400 JPG or GIF and we handle all of the legwork.
-

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.



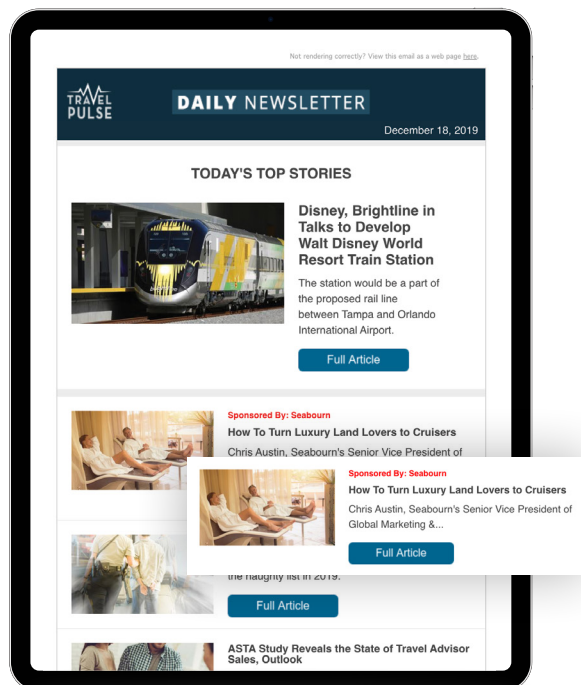
Full-screen Interstitial Ad



- 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.

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 three different avenues: newsletter, on-site, and email.



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.

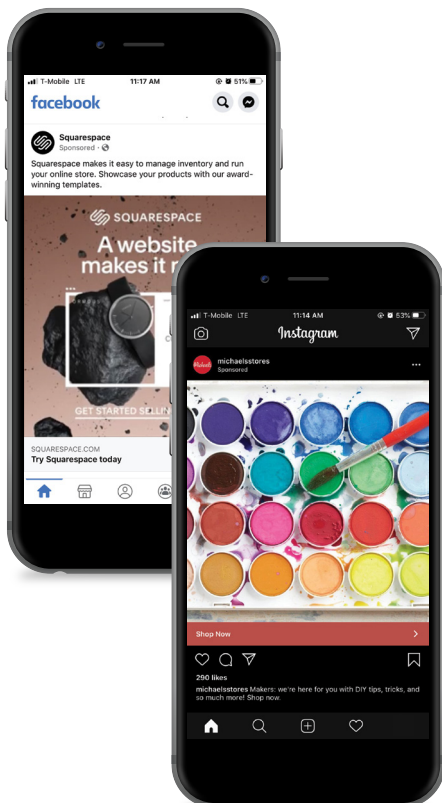
DIGITAL SOLUTIONS

TravelPulse Podcast

The TravelPulse Podcast cuts through all the noise to give you what you need to hear about travel. Host Eric Bowman discusses 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)

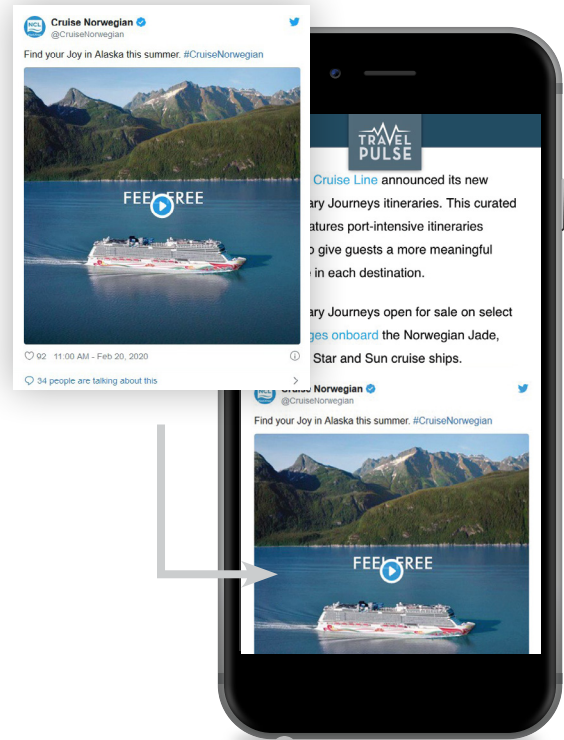


Social Access

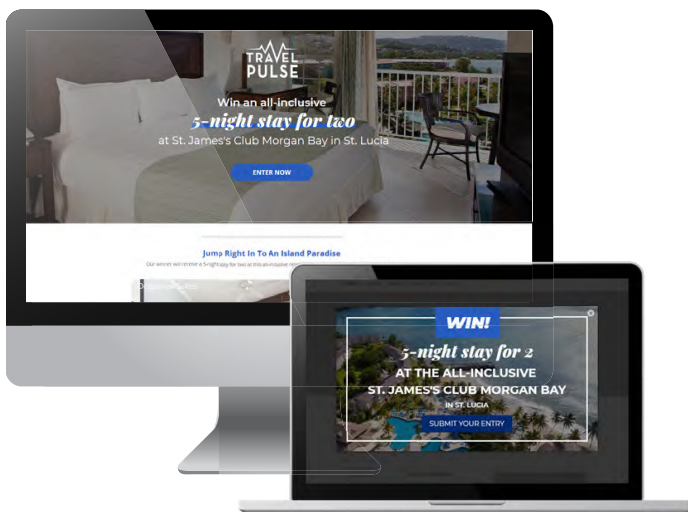
- Social Access helps you maximize the impact of your paid advertising initiatives on social networks and expands your earned media potential. Using proprietary 1st party audience data from our own properties, we ensure delivery of your ad messages to top travel buyers and influencers on social media 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.
-

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.



Travelpulse Giveaway Pop-Up

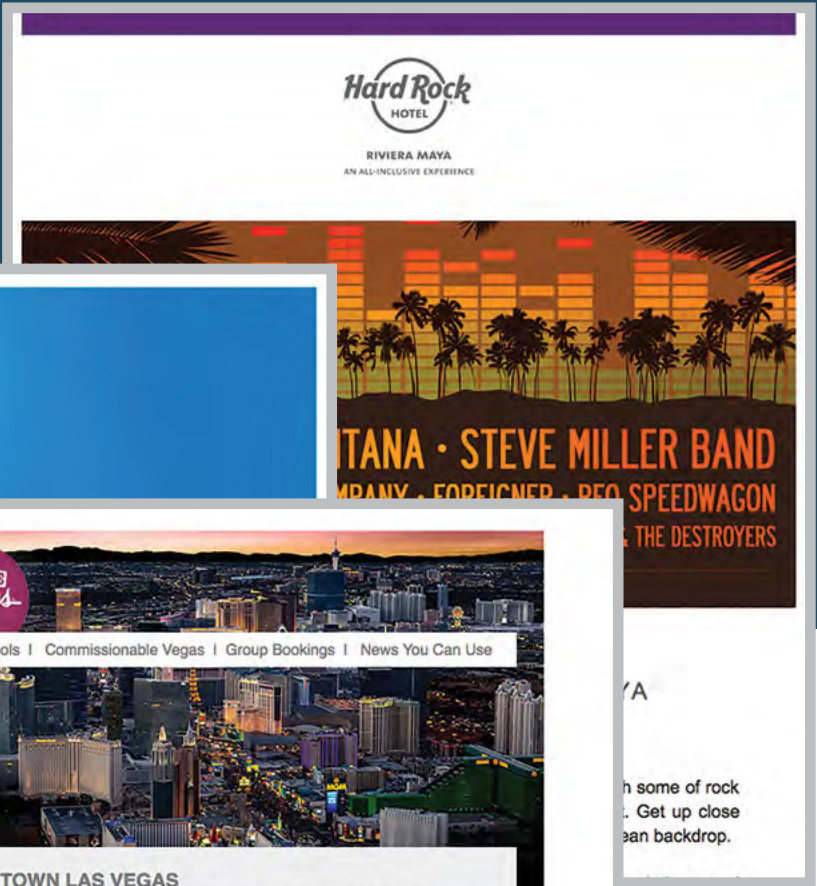
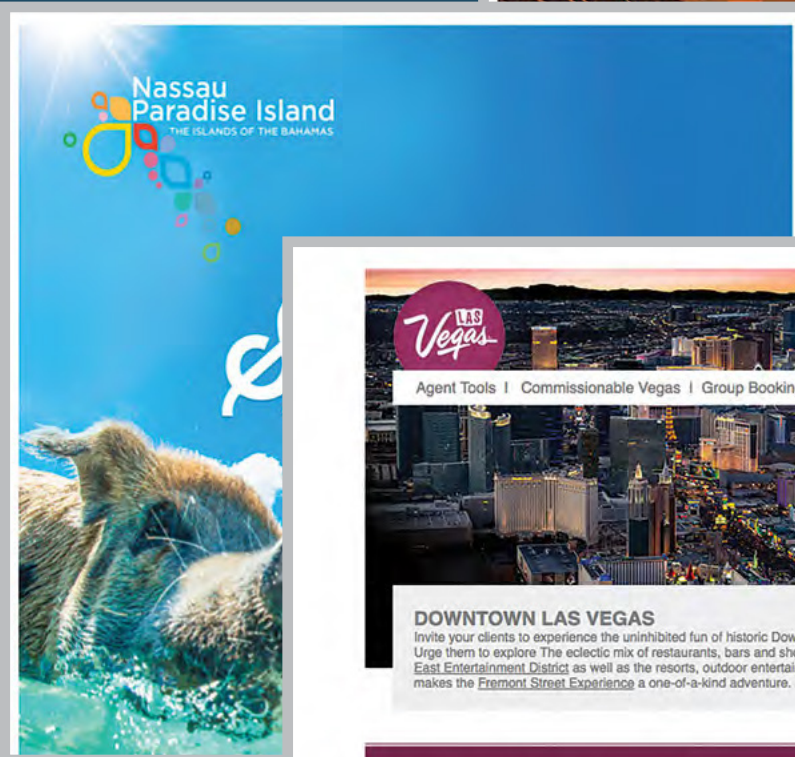


- Estimated **300,000 impressions** in one month
- Run on a CPM or CPL basis
- Visitors enter contest by clicking button which will go to a custom landing page
- Confirmation of entry emails will go to each user that converts, which includes co-branding and links to your website
- Winner will be chosen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

DIGITAL SOLUTIONS

1-2-1 Email Marketing

START A CONVERSATION WITH THE RIGHT ADVISOR



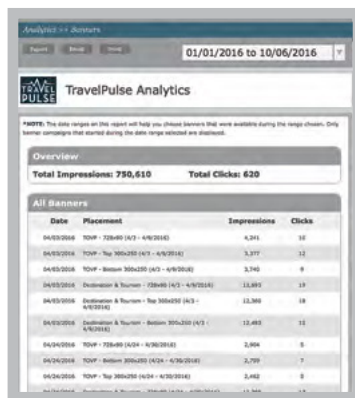
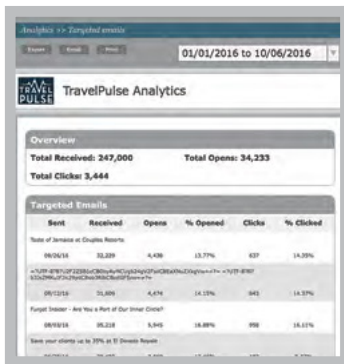
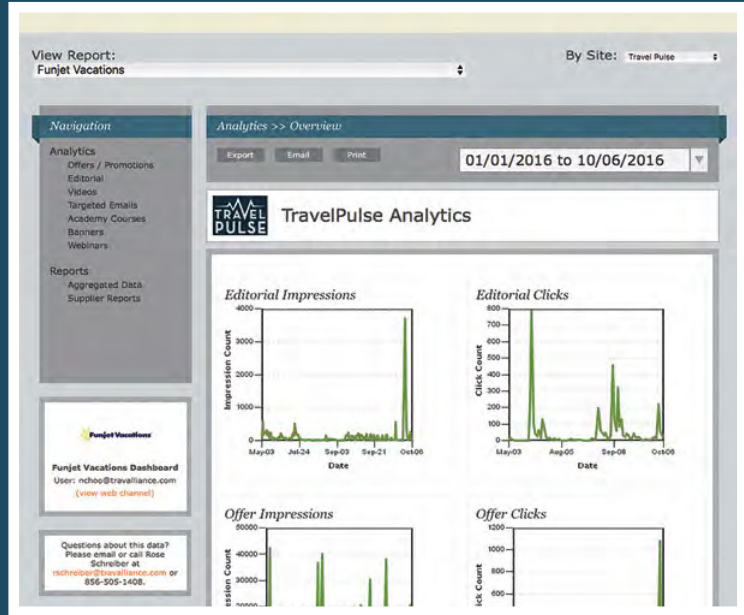
REPORTING MADE EASY

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.

Digital Advertising Specifications

LEAD TIME

All standard graphics and text submissions should be submitted 3 (three) business days prior to the campaign launch date. All finished art work 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.

ANIMATION (FOR TRAVELPULSE.COM)

Banner ads may be static or contain animation. All ads may loop the creative a maximum of three (3) times.

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

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.

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:

<http://www.travelpulse.com>

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)

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

and left justified. Use line breaks only at the end of paragraphs.

- DOC, DOCX, PDF
- **NOTE:** All Press releases will be stripped of links.

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.

2021 TravelPulse Monthly Focuses

JANUARY

WAVE SEASON/WINTER TRAVEL

FEBRUARY

ROMANCE TRAVEL /
LATE WINTER TRAVEL

MARCH

SPRING TRAVEL
PREPARATIONS

APRIL

SPRING BREAK TRAVEL

MAY

LATE SPRING TRAVEL/
PREPARING FOR SUMMER

JUNE

SUMMER VACATIONS

JULY

SUMMER VACATIONS

AUGUST

END OF
SUMMER GETAWAYS

SEPTEMBER

PREPARING FOR FALL

OCTOBER

FALL TRAVEL / PREPARING
FOR WINTER TRAVEL AND
HOLIDAY TRAVEL

NOVEMBER

HOLIDAY AND
WINTER TRAVEL

DECEMBER

PREPARING FOR THE NEW YEAR
/ WINTER TRAVEL / RELEVANT
HOLIDAY TRAVEL NEWS

DESIGN TIPS & SPECIFICATIONS

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

- Utilize web-safe standard fonts - Arial, Comic Sans, Courier New, Georgia, Impact, Tahoma, Times New Roman, Verdana.
- 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 DLTAMSALES@NTMLLC.COM | 856-505-1400
