



Travel
Nevada
FYLS Coop



Hello Team,

We're really excited about the potential of working with you on your media initiatives. Years ago, we decided to specifically focus on travel media, as we saw and still see a great need. Your media, to us, is another opportunity to put our passion to work

The Travel Spike Team

Ian Ross

Executive Vice President, Sales
516.528.5814
ian@travelspike.com

Alison Cox

Director of Operations
404.316.6227
alison@travelspike.com

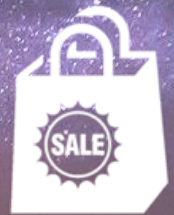




Our platform lives here.
Between the decision to travel
and the moment they book.



DISCOVERY



SHOPPING

Travel Media Platform Products



Contextual



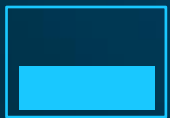
Conversational
Ads



Targeted
Display



Performance
ConnectedTV



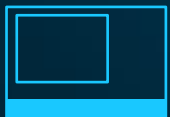
In-Image



Featured Destination
Sponsorship



Video Card



Ad Tours



Email & Native

The Numbers



30 MILLION
TRAVELER
EMAILS

300+
TRAVEL PUBLISHERS

2,300+
TRAVEL
CLIENTS



10,000
TRAVEL AD CAMPAIGNS

#1
TRAVEL-DEDICATED
PLATFORM



200 MILLION
U.S. REACH



7 MILLION
CANADA REACH



In Good Company

Only 1 in 4 Publishers who apply are admitted



Domestic
Tourism



International
Tourism



Cruise



Lodging



Air



OTA/
Packages



Transportation



Attractions
& Events



Nevada Partnership 2016-2024

- **6 Years of Renewals**

- **Products Utilized:**

- Contextual Content Ads – 410,241 Clicks – Carson City Coop – 9,252 Clicks
- Native Email – 15,062,312 Impressions – 0.07% CTR
- Mobile – 5,548,168 Impressions – 0.11% CTR
- Video Card – 740,609 Views – 74% Completion Rate
- In-Image – 1,745,879 Impressions – 0.25% CTR

- **Findings:**

- CCA was the preferred product. Every click registered is a Nevada Travel Intender.
- The Native Email ran 2016-2017 and included a travel article and corresponding ad unit. The clicks is from the corresponding ad unit only. This product was dropped when CCA proved to have a higher site engagement rate.
- Mobile and Video Card had both strong results with rates above industry average. 0.08% for Mobile and 70% for Video Card.
- In-Image had an above average CTR (0.20% average) and strong viewability at 90%.
- Carson City Coop ran Sep-Nov 2023, delivering a bonus of 3,696 clicks!

Nevada Campaigns Over the Years

DealBase HOTELS FLIGHTS CARS PACKAGES

Discover the key to relaxation in Nevada's hot springs.

SEE YA, "ORDINARY"
Soak up some amazing at Spencer Hot Springs.

NEVADA

I'm in! Take me there

When a few of my best friends and I decided to spend a long weekend together, the toughest part was figuring out where to go. We imagined some kind of serenity, but we were entry for adventure. Where could we go that's both thrilling and relaxing at the same time?

"We're going to Nevada," one friend decided, "but I can't tell you where. You've just got to trust me." She told us we wouldn't need to bring much - other than an open mind. The mystery of it was too enticing to turn down, so we packed up and headed out into the desert.

A few hours of dirt road driving and paper map navigating led us through a series of stunning basins and mountain ranges. When we finally arrived, we were in the middle of, well, somewhere. Our trusty leader hopped out of the car and beckoned us to follow her. What lay before us appeared to be a regular pond. That is, until we noticed the steam rising off the surface. We'd found it, a beautiful oasis, Fish Lake Valley natural hot spring, shimmering there in the soft pink sunset.

We stood there in awe as our friend told us how Nevada has dozens of these hot springs - and over the next few days, we'd check a few off the list. She stopped her big toes in to test the temperature, and with a satisfied grin, gave us the okay. We slinked into the concrete tub just in time to watch the sun dip behind Nevada's tallest peak, and in an instant, all of the stress and worries of the past few weeks just melted away.

The rest of the weekend was like one big off-grid treasure hunt. From Fish Lake Valley, we headed to Spencer Hot Springs, tucked away in the heart of Big Smoky Valley just south of Highway Lonest Road in America. We took in spectacular views and soaked in old metal canteen "cowboy tubs," as the locals call them - and after hearing about the incredible sunsets and stargazing, we decided to set up camp for the night. We laid back and watched the stars appear one by one, and before long, the Milky Way became visible to the naked eye.

In that moment it was impossible to think about anything except the stunning beauty of that place. The next morning, we woke up and drove back to civilization, speechless at how much had experienced in the Nevada desert. And while I wish we could've stayed, I know there are plenty of treasures just waiting to be discovered the next time I need a desert getaway.

travel CHANNEL DEALS

SPONSORED EMAIL FROM OUR PARTNER

FEATURED TRAVEL OFFERS

Quebec Ski Atlanta
Experience our hills
Check out different hills all in the same weekend

Club Med
Mexico From \$115pp/nt
Club Med all-inclusive resorts sale for \$115pp/nt.

Down Under Answers
6-Nt Australia w/Hotels
Includes billabong cruise, helicopter flight and more.

Myrtle Beach
Myrtle Beach from \$68!
Entertainment packages, dining special more. Book now!

Coast Value Vacations
6- Nt Ireland From \$949
See Ireland your way. Includes air, hotel, breakfast & more.

Nevada Christmas of Tourism
Leave your cares behind
Buckle up and get away from it all. Literally.

frommers.com

NEVADA STORIES IN EVERY DIRECTION TAP FOR A 360° TOUR

Frommers

You Haven't Eaten in South Africa Until You've Tried These Dishes

ikes Quintessential You Haven't Eaten in South Africa

f t +

Roadhoppers

4.0/5 2 votes

La Madre Springs
USA / Nevada / Las Vegas / Outdoors & Recreation

Save Add Photo Review

State Route 159 Las Vegas, Nevada, USA 6.0 mi

Hours not available \$\$\$\$

"WHERE THE ROAD ENDS, NEVADA BEGINS."
- David Low, Park Ranger

NEVADA EXPLORE MORE >

EXPLORE **TRAVEL+LEISURE**

Home + Travel Tips + Travel Trends

These Are the Vacations Americans Are Planning on Taking in 2021, According to Expedia

Pack your bathing suit and sunglasses.

BY ALISON FOX | NOVEMBER 12, 2020

WELCOME TO Fabulous LAS VEGAS

In addition to beachy getaways, Americans have their eyes on big cities, searching for popular spots like Las Vegas and New York.

While 2020 was filled with remote getaways and road trips, Americans are dreaming of island escapes and big city trips for next year, according to Expedia's 2021 Travel Trends Report.

HOME MEANS NEVADA FOR THE HOLIDAYS GIVE THE GIFT OF NEVADA 3

Travel Spike Tourism Board Clients

Tourism Ireland
 Jamaica Tourism
 Louisiana Office of Tourism
 Discover Long Island
 Greater Miami CVB
 Bermuda Dept of Tourism
 Visit Florida
 Visit Pittsburgh
 Reno Sparks CVA
 Tourism New Zealand
 Florida Keys & Key West
 Nevada Division of Tourism
 Choose Chicago
 New Orleans Tourism
 Tourism Ohio
 Puerto Rico Tourism
 Visit Anchorage
 State of Alaska
 Travel Costa Mesa
 West Virginia Tourism
 Destination DC
 Las Vegas CVA
 German National Tourist Office
 Hammock Coast
 Visit Orlando
 Dallas CVB
 Providence CVB
 Amelia Island
 Outer Banks Visitor's Bureau
 Visit Sarasota
 Brunswick County Tourism
 Cincinnati USA

Phoenix CVB
 Visit California
 Visit South Walton
 Gulf Shores & Orange Beach
 Discover Palm Beach
 Golden Isles
 Corpus Christi CVB
 Naples Marco Island
 Chattanooga CVB
 Branson
 Catalina Chamber of Commerce
 British Virgin Islands
 Visit Myrtle Beach
 North Myrtle Beach
 Tahiti Tourisme
 Bloomington CVB
 Daytona Beach CVB
 Ventura County Coast
 Asheville CVB
 Experience Columbus
 Tourism Quebec
 Visit Pasadena
 Visit Tallahassee
 Cook Islands
 Greater Fort Lauderdale
 New Smyrna Beach
 Georgia
 Visit St.Pete/Clearwater
 Kiawah Island
 St. John's County
 Tourism Whistler
 Visit Baton Rouge

EscapeHere Destinations Inspirations Vids

Everyone's NOLA is different. Follow yours.

Destination | View All On One Page | (1 of 1)

8 Things to Do in New Orleans for an Authentic Experience

yapta Flights Airline Refunds My Tips

A TRIP HERE APPEALS TO ALL YOUR SENSES - ESPECIALLY ADVENTURE!

In Ireland we live in the now and invite you to indulge your sense of discovery while you're here. From stunning sea cliffs, to the heart of our vibrant cities, let spontaneity be your guide. Because here you can't anticipate where your journey will take you. But you can be sure of this: while you will one day leave Ireland, Ireland will never leave you.

10% off March & April - Tours from \$1500 per person sharing. Enjoy a small group, sunset of the beaten track tour of Ireland in Spring. Vagabond Tours offer active adventures like and slower paced journeys of discovery from 8-12 Days. Source: Vagabond Tours of Ireland

From \$2,295--12 Day / 11 Night Escorted Motorcoach Tour. Save \$300 per couple on 2018 Celtic Dream Escorted Ireland tour for the first 10 seats and be on deposit "125 days" from depart. Source: Celtic Tours World Vacations

From \$395 per person--Go-As-You-Please. Includes ensuite B&B accommodation & car rental with CDW insurance & 50% CFP M-F. Rental, Hotel, and cabin upgrades available. Source: Tenon Tours

From \$1,095 per person--9-Day Irish Foray Self-Drive Tour. Enjoy 8 nights in 4 star accom in Galway, Killarney, Dush and more, Ring of Kerry, Blarney Castle, Newgrange, Automatic Econ Car. Source: Crystal Travel & Tours

From \$700 per person--Save on all self-drive tours of Ireland. Experience the Emerald Isle with one of Authentic Ireland's self-drive tours that range from 6 to 10 days. Use ROADTRIP to save \$600 DC. Source: Authentico Ireland

Save up to \$558 (15%)--14-Night All Ireland Tour. This comprehensive tour of Ireland includes Kerry, Clare, Galway, Donegal and Northern Ireland. Quote: TravelSpike IT. Source: The Irish Tourism Group

DealBase HOTELS FLIGHTS CARS PACKAGES

Discover the key to relaxation in Nevada's hot springs.

SEE YA, "ORDINARY" State is doing amazing at Spenser Hot Springs. I'm in! Take me there

When a few of my best friends and I decided to spend a long weekend together, the toughest part was figuring out where to go. We imagined some kind of serenity, but we were ardent for adventure. Where could we go that's both thrilling and relaxing at the same time?

"We're going to Nevada," one friend decided, "but I can't tell you where. You've just got to trust me." She told us we wouldn't need to bring much - other than our open mind. The mystery of it was too enticing to turn down, so we packed up and headed out into the desert.

A few hours of dirt road driving and paper map navigating led us through a series of stunning basins and mountain ranges. When we finally arrived, we were in the middle of what, somewhere. Our lovely leader hopped out of the car and beckoned us to follow her. What lay before us appeared to be a regular pond. That is, until we noticed the steam rolling off the surface. We'd found it: a beautiful oasis, Fish Lake Valley natural hot spring, shimmering there in the soft pink sunset.

We stood there in awe as our friend told us how Nevada has dozens of these hot springs - and over the next few days, we'd check a few off the list. She dipped her big toe in to test the temperature and with a satisfied grin, gave us the okay. We stepped into the concrete tub just in time to watch the sun drop behind Nevada's tallest peak, and in an instant, all of the stress and worries of the past few weeks just melted away.

The rest of the weekend was like one big off-grid treasure hunt. From Fish Lake Valley, we headed to Spenser Hot Springs, tucked away in the heart of Big Smoky Valley just south of Highway 50, the Lovelock Road in America. We took in spectacular views and soaked in old metal canteen troughs, "snobby tubs," as the locals call them - and after hearing about the incredible sunrise and stargazing, we decided to set up camp for the night. We laid back and watched the stars appear one by one, and before long, the Milky Way became visible to the naked eye.

In that moment it was impossible to think about anything except the stunning beauty of that magical place. The next morning, we woke up and drove back to civilization, speechless at how much we had experienced in the Nevada desert. And while I wish we could've stayed, I know there are still plenty of treasures just waiting to be discovered the next time I need a desert getaway.

FEATURED TRAVEL OFFERS

frommers.com

Book here!

In cooperation with RAICEUROPE

10 Great Scenic Rail Journeys to Take Before You Die

10 Food Rules to Do

10 Great Scenic Rail Journeys to Do

Quebec St. Anne. Experience our hills. Check out different hills all in the same weekend.

Club Med. Mexico From \$1599pp. Club Med all-inclusive from \$1599pp.

Down Under Streets. 9-N Australia w/Hotels. Includes billowing cruise, helicopter flight and more.

Myrtle Beach. Myrtle Beach From \$69! Entertainment packages, more. Book now!

skyscanner

flights hotels car hire

Chicago (Any) - Las Vegas (LAS) 16/07/2015 - 23/07/2015 Economy

Get Price Alerts

823 results Sort by Price per adult

Stops	US Airways - Spirit Airlines	£544 total
Direct	09:10 ORD 7h 58 1:00P PHX 1:00P PHX LAS	£182
1 stop	00:47 LAS 3h 33 Direct 06:20 ORD	£182
2+ stops	00:00 - 23:59	£182

Departure times

Return

00:00 - 23:59

Itinerary duration

Need a hotel in Las Vegas? LAS VEGAS SKYSCANNER

Product Offerings

\$5,000 Minimum

2-3 Month Flight Recommendation

Cross-Platform Direct Display

Our direct relationships with prized travel sites and selected placements. Blending travel contextual and leisure travelers. Includes Desktop and Mobile.

DMA + Travel
Contextual/Intenders and/or
Lifestyle

cpm
\$

8.50
5,000.00

Video Card

0:15 Video purchased on a CPCV. Includes mobile & pre-roll. Views are defined as in-view for at least 3 seconds.

DMA + Travel
Contextual/Intenders and/or
Lifestyle + TravelSpike
Custom White List

cpcv
\$

0.13
5,000.00

Contextual Content Ads

Content and image based placements delivered in travel only environments. Includes on-site, newsletter and solo email positions.

US National - Nevada Travel
Intenders

cpc
\$

0.90
5,000.00

DMA Recommendations: LA, SFO, SAC, SD, PHOENIX, SLC, Boise + Chicago, DFW, SEA and Houston

Cross-Platform Direct Display

Summary

Not all Display is created equal. That's why we've hand-picked our sites and curated placements meticulously to maintain brand safety and quality. In addition, we work with mobile sites, specifically in the travel space, to deliver your ad while users are in the travel booking mindset while on-the-go. We've tested each one and run campaigns across all travel categories for over a decade. We know what works – and more importantly what doesn't.

We only run on pre-vetted travel sites and content – period.

100%

Unit Types

Desktop. Mobile & Tablet 300x250, 728x90, 160x600, 320x50, 300x50

Buy Model

CPM

Targeting Available

Travel, Geo, Contextual

Share of Voice

33% to 100%





Video Card

Summary

Sponsored video cards are the fastest growing video ad format. Our Video Card product provides an engaging user experience that combines branded video content with custom promotional messages to drive new customers and encourage engagement. We focus on user attention and engagement, so you can be sure your content has the highest impact.

Travel Intenders

100%

Increase in consumer understanding of your product through video

74%

Cross-Platform

Various formats on Desktop, Tablet & Mobile

Buy Model

CPCV – Cost Per Completed View

Targeting Available

Travel, Geo

Share of Voice

100%

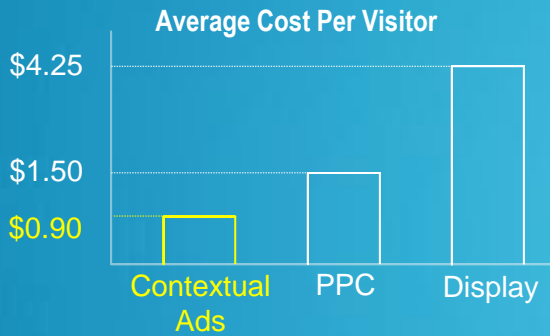


Contextual Content Ads

Solo Email

Summary

Through Travel Spike only, Contextual Content Ads offer unparalleled efficiency in travel media. Ads are delivered in a travel environment through on-site and email placements. Newsletters and Email solos are both included. Purchased on a CPC, the ad must be viewed before a consumer engages by clicking. These positions are exclusive to Travel Spike with our premium publishers.



You only pay when the ad is viewed and clicked

100%

Buy Model
CPC

Targeting Available
Travel

Share of Voice
20% to 100%



Source: Travel Spike Empirical

yapta Flights Hotels Airline Refunds My Trips

Bohemia on the Bay: Visit Coconut Grove and feel like royalty at the Vizcaya Museum and Gardens or save up to 20% at the Residence Inn!

Happy Travels,
Yapta - Your Amazing Personal Travel Assistant

MIAMI
DISCOVER MIAMI AND THE BEACHES

Bohemia on the Bay
IT'S SO MIAMI

Area Icon

FEEL LIKE ROYALTY FOR A DAY AT VIZCAYA MUSEUM & GARDENS

Enormous. Majestic. Epic. Few words accurately describe the scope of Vizcaya. Over 30 rooms and ten acres of grounds await at this regal estate.

Special Offer

HOT HOTEL SUMMER RATES!

Save up to 20% at the Residence Inn Marriott Miami Coconut Grove.

MIAMI
DISCOVER MIAMI AND THE BEACHES

Greater Miami Convention & Visitors Bureau
To contact us, call: 305.579.3000 or 800.955.8600
Email us at: info@visitmiami.com

Shared Newsletter

travel CHANNEL DEALS

SPONSORED EMAIL FROM OUR PARTNER

Norwegian Cruise Line
Your choice of up to 2 FREE offers when you cruise with Norwegian

Princess Cruises
Save up to \$1,000 on Caribbean Voyages and get up to \$600 credit!

Croatia Cruise \$1,250
Book now and save on an 8-day cruise through Croatia from \$1,250

London Hotel Discounts
London hotels from \$51! Get instant discounts & save up to 70%!

Explore Inland Castles
Discover the luxurious side of the Emerald Isle! \$1,199pp/wk!

Save 40% on CO Ski Lodge
Luxury Beaver Creek boutique hotel. Rates from \$220/night!

Florida Keys from \$129!
Choose from 3 ways to save this winter at Hawks Cay Resort

RTT to Australia \$1,319
Save on Qantas Rights to Sydney, RTT starting from only \$1,319!

DealBase HOTELS FLIGHTS CARS PACKAGES

Bermuda
Bermuda's Splash Sale
Disappear to Bermuda and get 30% off hotels

Visit Myrtle Beach
Special Packages & More!
Free nights, special packages, discounted rates and more!

Norwegian Cruise Line
Caribbean from \$649
7-Day Cruise from Miami w/ Up to 5 Free Offers

Stratosphere
Las Vegas Hotel-Save 20%
Stratosphere Casino, Hotel & Tower. Book Now!

Shared Newsletter

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Spec
Sheets



Cross-Platform Premium Direct Display

Due Date: 5 Business days prior to launch

1. Accepted Formats

- Third party-served ad tags (must provide JavaScript tags / legacy JavaScript tags)
- Raw Assets: GIF / JPG / PNG

2. Ad Sizes (desktop, tablet, mobile)

- 300x250
- 160x600
- 728x90
- 300x50
- 320x50

3. Animation Stipulations

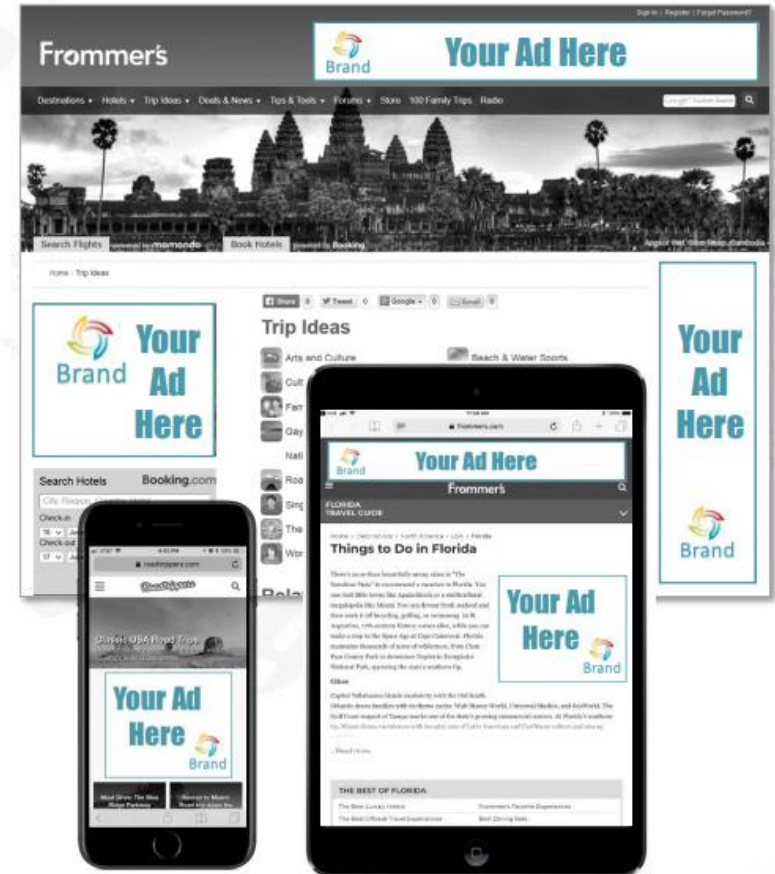
- 18 Frames Per Second (FPS) maximum
- 3 Loop / 0:15 second total animation maximum

4. Tracking

- All pixels must be wrapped within third party tags

5. ***If providing raw JPG / GIF / PNG assets (in lieu of third party tags):

- Desktop: 40KB file size maximum
- Maximum of 3 creative versions accepted (per size)
- Creative swaps/ changes accepted once per quarter
- Standalone impression pixels not accepted (all impression pixels must be wrapped within third party tags, including Adara, Arrivalist, etc.)
- Click-trackers accepted



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Video Card

Due Date: 7 Business days prior to launch

1. Accepted Formats

- Vimeo Link/ embed code, VAST Tags
- 0:15 Video recommended (cannot exceed 0:30)

2. Transparent Background Logo (JPG / PNG)

- Square
- 400 x 400

3. Companion Copy

a) Headline Copy

- 40 Character maximum (including spaces)

b) Body / Subcopy

- 80 Character minimum (including spaces)
- 400 Character maximum (including spaces)

c) Call-to-Action Button Copy

- 15 Character maximum (including spaces)

4. URLs / Tracking

- Landing page URL (note: this is needed even if you're using a VAST tag)
- Optional social media URLs (Facebook, Pinterest, Instagram, Twitter)
- Third party click-trackers are accepted
- Impression pixels are accepted
- If both a VAST tag and a Brand Safety pixel (such as DoubleVerify or IAS monitoring pixels) are being utilized, we'll need to receive the Brand Safety pixel separately from the VAST tag (in other words, the Brand Safety pixel cannot be wrapped within the VAST tag)



2. Logo

3a. Headline Copy

3b. Body/ Subcopy

3c. CTA Button Copy

Mock-up for example purposes only. Live screenshots will not be available for this product (a mock-up will be provided for approval prior to launch)

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Contextual Content Ads (CCA)

Our Contextual Content Ads (CCA) package is a click package that includes shared newsletter and on-site text link placements. Clicks to all of these placements will be counted against the overall CCA click goal. The below shared newsletter / on-site assets are required for launch, and will be rotated by our team throughout the campaign.

Shared Newsletter / On-Site Raw Assets (REQUIRED)

Due Date: 7 Business days prior to launch

1. 5-7 Horizontal Images (JPG / PNG)

- 4MB maximum file weight
- 1000 x 650 minimum size

2. COPY: We'll mix-and-match between headline options and relevant subcopy options. Please avoid use of the word "free" and words in all CAPS in your copy.

a) Headline Copy

- 5-7 Headline options (25 characters maximum, including spaces)

b) Subcopy

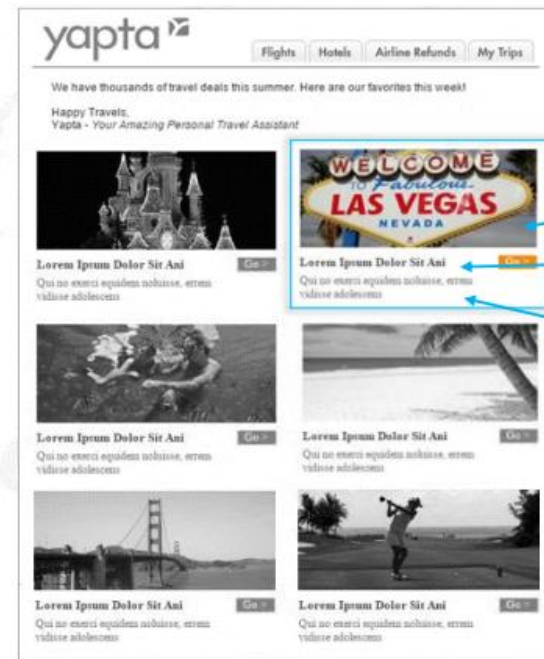
- 1-2 Options 35 characters maximum (including spaces)
- 2-3 Options 50 characters maximum (including spaces)
- 2-3 Options 60 characters maximum (including spaces)
- 1-2 Options 120 characters maximum (including spaces)

3. Transparent Background Logo (JPG / PNG)

- Square or stacked orientation
- Used in some (not all) shared newsletter/ on-site placement layouts

4. URLs / Tracking

- 3rd Party click-trackers accepted
- Impression pixels not accepted
- Please note the same URLs / assets will be used for both on-site placements and shared newsletter placements (cannot accept separate assets).



Shared newsletter example mock-up. Your Brand's placement (shown in color) will appear in shared newsletters (or on-site placements) alongside other client/publisher tiles (shown in grey).

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Case Study

The Challenge

Deliver site visits, drive engagement & generate lift from "adventure" travelers in specific markets.

The Solution

Utilize a mix of shared newsletters & onsite placements. Implement storytelling through a Native Editorial email.

The Results

Delivered over 23,000 Nevada travel intender interests & over 1MM Native Editorial email sends; achieving a 7.4% open rate.



To: Travel Spike

One Bookings Blvd

Atlanta, GA

We're never fenced in when we work with you. Thanks Travel Spike!

♥ Travel Nevada

A scenic view of a canyon with a river and kayakers. The image shows a wide, deep canyon with steep, layered rock walls. A river flows through the center, and several people are kayaking on the water. The foreground is dominated by a large, dark rock formation that frames the scene. The water is a vibrant green color, and the overall atmosphere is one of natural beauty and adventure.

Thanks for the opportunity to
work with you on this program.