Travel Media Platform
What Makes Travel Spike Unique?

1. Travel Only
2. CPC Performance Based
3. More Bookings, Visits & Sign-ups
4. Native Content & Commerce
5. Email & Onsite
The Numbers

- 300+ Travel Publishers
- 30 Million Traveler Emails
- 2,000 Travel Clients
- 10,000 Travel Ad Campaigns
- #1 Travel-Dedicated Platform (comScore)
- 100 Million U.S. Reach
Trip Intender Engine™
We distill travel media through a process that delivers the right results.

Travel Media Distilling Process

13 years of digital travel media experience goes into every decision.

We know what’s going to work before a single travel ad is served.

A combination of Machine and Human intelligence. Every campaign has a set of eyes on it ensuring optimal media mix.

It’s here, the end game. Driving Visits, Bookings and Sign-ups.
Summary

Through Travel Spike only, Contextual Content Ads offer unparalleled efficiency in travel media. Ads are delivered in a 100% 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 travel publishers.

Buy Model
CPC

Targeting Available
Travel & Contextual

Share of Voice
20% to 100%

Source: Travel Spike Empirical
Your Travel Offers Integrated Into Travel Sites
Our Native products weave your story into the flow of travel content. We create professional travel editorial connected to an advertiser’s message, for free. We write it – you approve it.

Native over other formats

- **Higher Awareness**: 53%
- **Brand Lift & Purchase Intent**: 18%

**Buy Model**
CPM for Editorial Placement & CPC for Deal
Tiles below

**Targeting Available**
Travel & Contextual

**Share of Voice**
50% to 100%

Source: IPG & Sharethrough Study
Mush! Getting Back to Nature from the Back of a Dog Sled

Dogsledding in the Rockies

Dogsledding experiences starting from $85 per person.

Learn more about dogsledding in Alberta.

You never forget the sensation when a sled dog team pulls together for the first time: the rush of cool air on your cheeks, the sound of the sled runners, the crunch of fresh snow, and the playful barks of happy dogs at work.

Forget the horse. For some cultures, the husky dog was a far more important companion and beast of burden for thousands of years. Dog sledding was a fact of life for First Nations and Inuit peoples in Alberta and beyond and became a cultural phenomenon in the late 1920's, thanks to the 1925 serum run to Nome and stories like Jack London's "The Call of the Wild." For some cultures, the husky dog was a far more important companion and beast of burden for thousands of years. Dog sledding was a fact of life for First Nations and Inuit peoples in Alberta and beyond and became a cultural phenomenon in the late 1920's, thanks to the 1925 serum run to Nome and stories like Jack London's "The Call of the Wild."

Dog sledding is a way to reconnect with a bygone era and to experience the raw beauty of the Canadian wilderness. The thrill of riding behind a team of huskies as they race through the snow is a unique experience that will stay with you long after your trip is over. Whether you're a thrill-seeker or just looking for a fun winter activity, dogsledding is for you.

Either way - mush!

- Fly to Toronto from $90
  - Fly one way to Toronto from over 40 cities with Toronto Escapes.

- Norwegian Cruise Line
  - Norwegian Go Tropical, 7-day Caribbean Cruises starting at $359.

- Hotel Yve
  - 20% off rooms & 15% off dining at Miami’s newest style hotel.

- AutoRentals.com
  - Phoenix car rentals from $16.41 per day!

- Holland America Line
  - Win a 7 to 11 day cruise on Holland America Line

- Ski Cantons fEst
  - 25% discount on lodging, spas, & skiing in the Eastern Townships