

SPONSORED CURATED CONTENT

HIGHLY TARGETED.

DTN'S PAGE-SPECIFIC PLACEMENTS deliver content that is relevant to your visitor's interests on exactly the pages where your visitors are looking for it. These placements run high on approved pages across the site and blend seamlessly with your own page content. So more meaningful information, more visitor inspiration, and more opportunities to get them to book and buy with your partners.

INCREDIBLE REACH.

DTN'S RUN-OF-SITE PLACEMENTS run at the bottom of nearly every page across the site[†] creating oodles of inventory and opportunities for your partners to deliver their messages to your general visitor audience. These spots usually run below the page content and work similarly to "you may also like" suggested content, educating and inspiring our visitors with new trip ideas.

IF IT WALKS LIKE A DUCK.

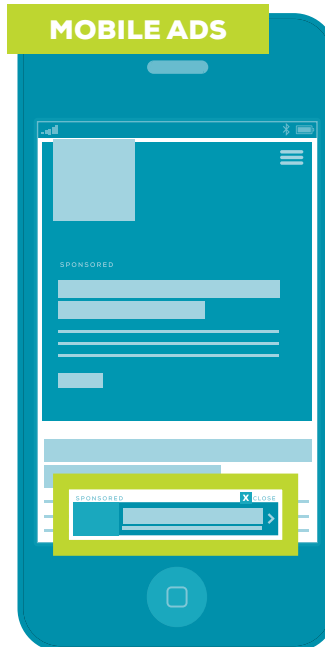
If you're thinking "wow, this ad actually looks like content," it's because, well... it *is* real content. DTN Paid Content is designed to adopt the look, feel, and *tone* of the site content and to give the visitors sponsored content that is not only relevant to their interests but contributes to a delightful on-site experience.

KEEPING IT RELEVANT.

Need to update that creative? No problem. The DTN Support Team is standing by to field assets, adjust photos, craft content, test headlines, change URLs, report, explain, and push any creative updates live to help provide a meaningful on-site experience for our visitors (and new customers for your members and partners).

SO MUCH DATA.

The DTN Portal offers DMOs and advertisers up-to-date and on-demand data insights about program and placement performance, inventory sell-through, revenue, creative testing, and much more.



MOBILE BANNER



MOBILE FOOTER



HEADER IMAGE



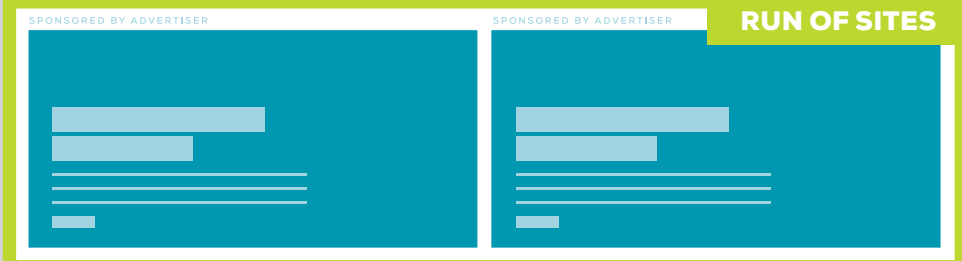
PREMIUM PAGE SPONSOR



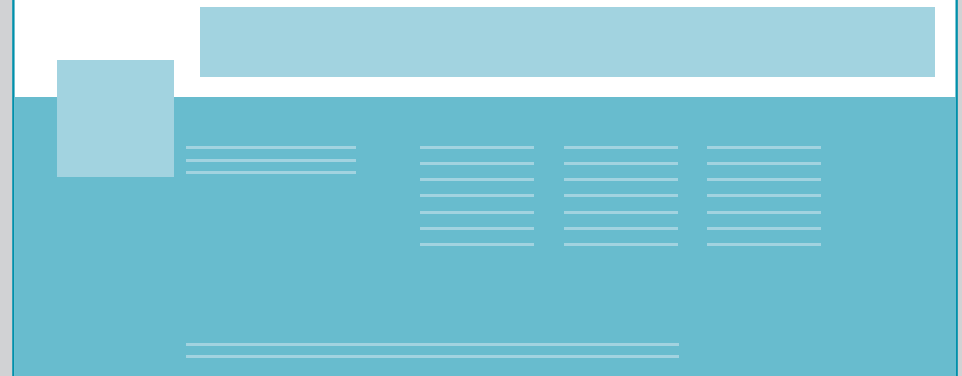
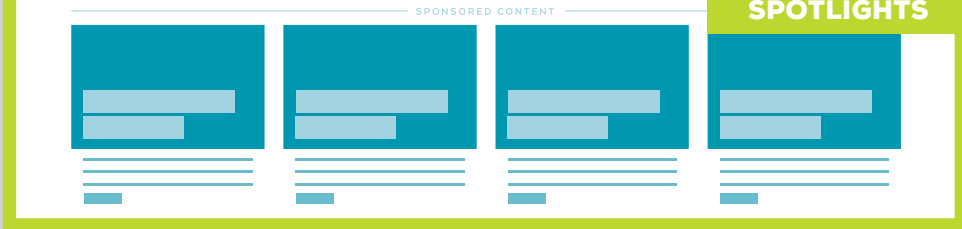
FEATURED LISTING



RUN OF SITES



SPOTLIGHTS



[†]Run-of-site placements typically run on every page across the site on which content is intended to inspire the visitor or to aid with trip-planning. We'd have mentioned this up there. But, boy, it's just such a long sentence. Know what I mean?