

FLIPBOARD PROMOTED STORY



ABOUT

Native content born to be shared.

A Promoted Story is a native ad container that seamlessly displays brand content with the same form and functionality as the world-class editorial content on Flipboard.

UNIT DELIVERABLES

URL

Simply provide the URL(s) of the content to be promoted. URLs that drive to a page with embedded video will display as promoted article stories, not as a video.

Content Curation

All Promoted Story content can live in a magazine on Flipboard. The source magazine, account and avatar will be displayed with the promoted item.

Account Information

Brand Name (15 character maximum)
 Account Avatar
 (high resolution 200x200 PNG or JPEG image)
 Content Theme Title
 (15 character maximum)

BEST PRACTICES

Launch with 5-10 URLs and continue to promote additional content throughout your campaign.

TRACKING

Please provide 1 impression tracker per IO placement. We do not support third party click tracking for promoted stories. You are encouraged to append site-tracking parameter queries to all provided URL's.

Flipboard will provide first-party reporting on impressions, clicks and social interactions by URL by IO placement.