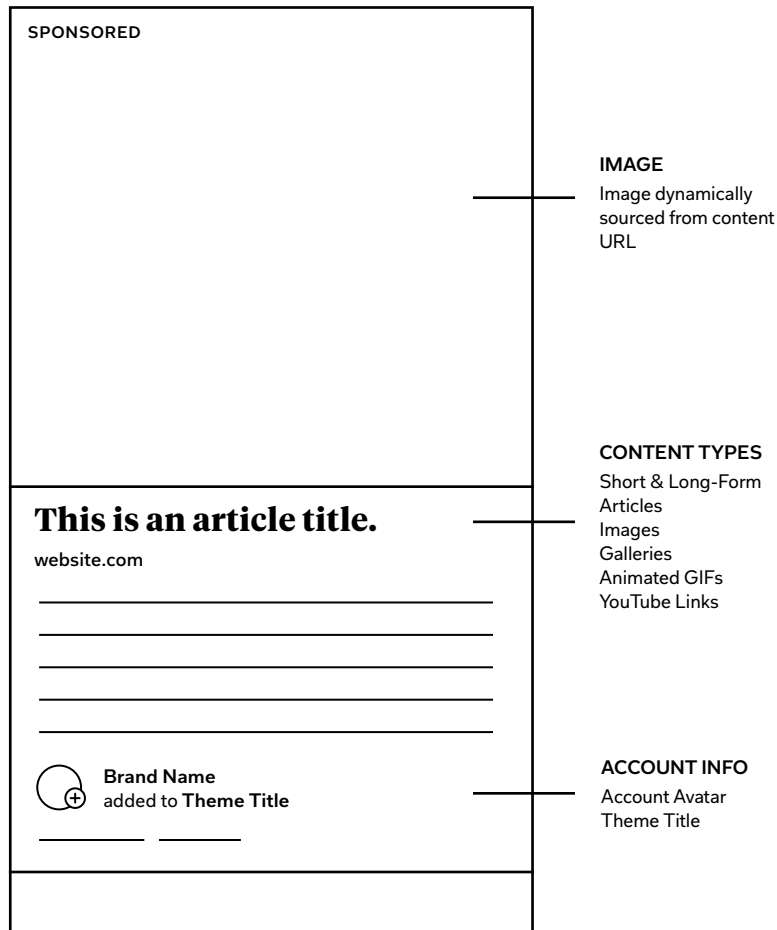


# FLIPBOARD PROMOTED STORY



## 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.