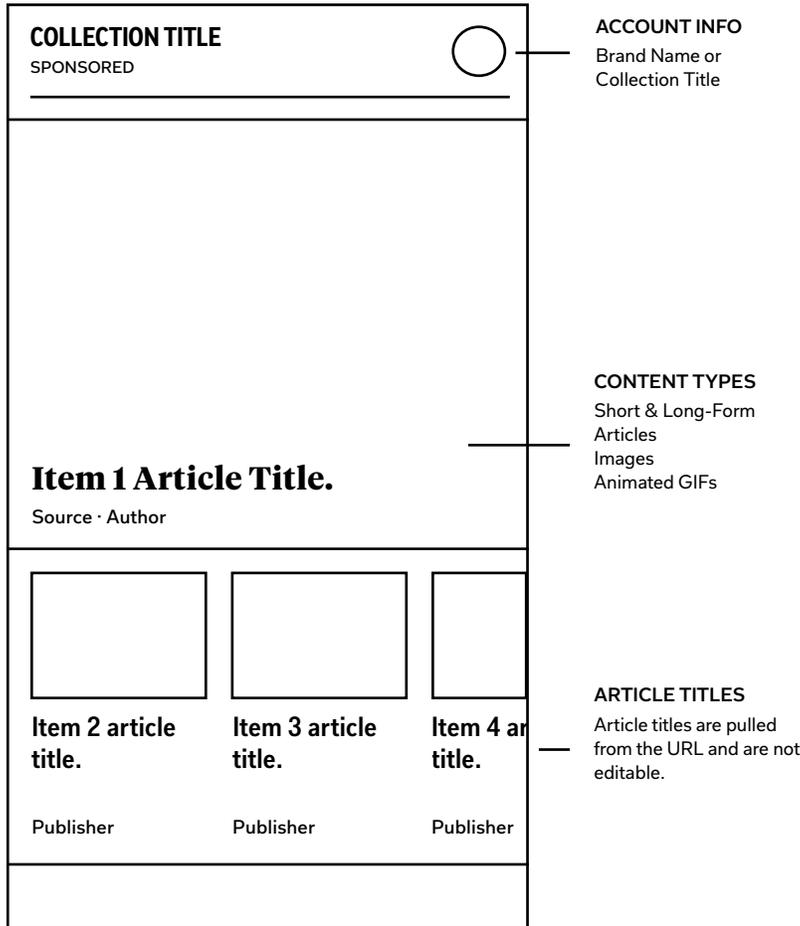


# FLIPBOARD PROMOTED COLLECTION+



## ABOUT

### Native content born to be shared.

A Promoted Collection+ is a full screen native ad that assembles 10 Promoted Stories into a single thematic unit with a title, allowing brands to weave a compelling narrative that a single story alone won't accomplish.

## UNIT DELIVERABLES

### URL

4 (min)-10 (max, including hero) individual URLs may be provided per collection. As a best practice, URLs should contain images. The image from the first item will appear as the hero image. If there is a preferred order of URLs in the carousel, please indicate. URLs that drive to a page with embedded video will display as standard articles, not as video.

This unit is not able to host videos. Video must live on an external URL.

### Collection Title

20 character max.

### Logo

Circular Avatar or 1:1 ratio image  
(500 x 500px maximum)  
.JPG only

## TRACKING

Please provide 1 impression tracker per IO placement. We do not support third party click tracking for promoted collections. 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 collection by IO placement.