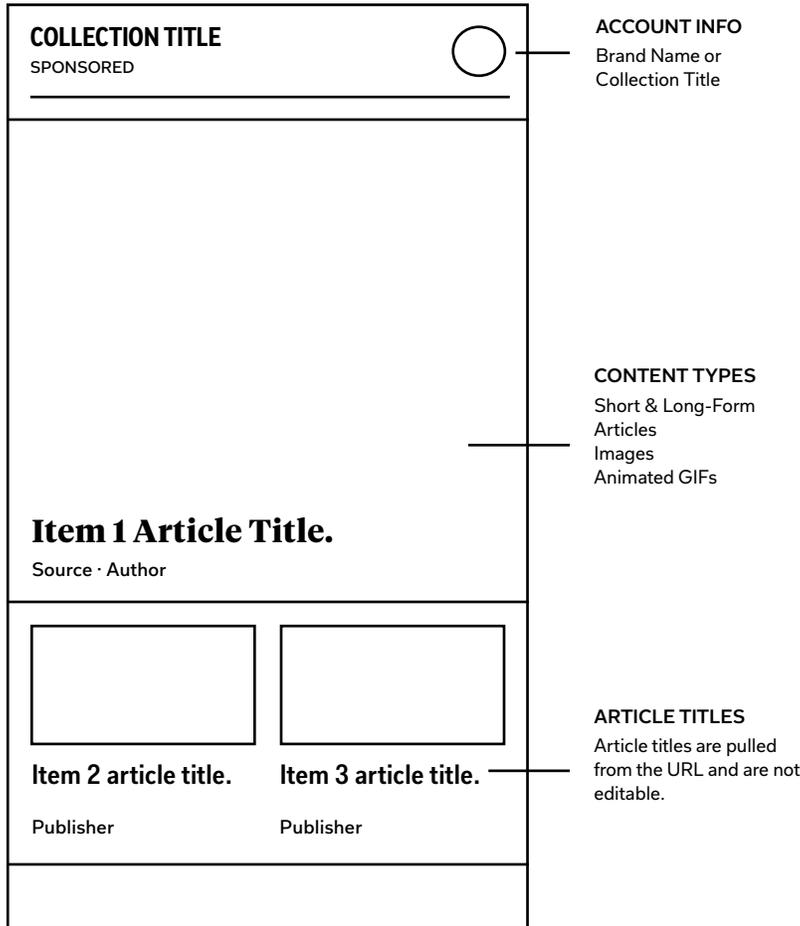


FLIPBOARD PROMOTED COLLECTION



ABOUT

Native content born to be shared.

A Promoted Collection is a full screen native ad that assembles 3 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

Provide **3 URL(s)** of the content to be promoted. Please indicate the order you would like the stories to be presented. 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 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 collection by IO placement.