

Ettractions Essential Program: Technical Specifications

The Ettractions product line connects visitors with travel information during the vacation decision making process. We make it easy to update your own profile information and direct visitors to your business. Your profile content appears on the Ettractions web, Ettractions mobile and on Ettractions ExploreBoards.*
For any assistance, please ask your local CTM Media contact or e-mail: support@ettractions.com.



Log in | Register:

Simply go to the top right hand corner of www.ettractions.com to set up an Advertiser account. Log in to edit or add to your profile from the "My Account" section.

Profile Content:

Name: 100 character max.
Brief Description: 100 character max.
Business Features: 1,000 character max.

Please enter your exact street address for google map/directions to work properly.

"When You Go" Information:

- ✓ Contact e-mail and phone number
- ✓ Pricing
- ✓ Hours of operation
- ✓ Transportation, parking and directions
- ✓ Group Information
- ✓ Nearby points of interest

Photos & Videos:

Five Photo Images:

- ✓ 502 pixels wide x 270 pixels high
- ✓ gif, jpg, png formats accepted
Cropping tool is provided

1 Video for Web Profile:

- ✓ flv, mov, mp4, avi files
We can assist with file conversion

1 Video Link for Mobile Profile :

- ✓ URL link to one video on youtube.com

Social Media Integration:

Include your business twitter, facebook and youtube channel feeds on your profile page. Business pages only.

Deals:

Enter your offer text or attach a coupon image (gif, jpg, or png files up to 100 KB.) Enter multiple offers! Each appears online and on mobile devices during the date range you provide.

Events:

Type in your event title, description, venue information, date and time. Enter multiple events! Each appears on web profiles up to 90 days in advance (and up to 30 days prior on mobile profiles) to your event date.

Documents:

- ✓ Attach trail maps, menus, event brochures or other content-rich documents to your profile.
- ✓ PDF documents only
- ✓ Max 5 documents per profile

Web Banner Ad:

- ✓ 180 pixels w x 150 pixels h
- ✓ gif, jpg, png files accepted
** Please provide URL for your landing page with ad materials
Design assistance available*

Send Us Your Files:

Up to 10MB: e-mail: support@ettractions.com

Over 10MB: [ftp.ctmpower.com](ftp://ftp.ctmpower.com)

Username: Ettractions | Password: CTM2013
(case sensitive)

QR Code:

QR (Quick response) codes are 2D bar codes that can be scanned on many mobile devices to quickly connect printed marketing materials to your Ettractions mobile profile.

Request one from your Media Consultant or by e-mailing support@ettractions.com. Please specify file formats you need (png, pdf, or jpg) and allow at least .75" x .75" of space on your marketing materials for the code image.

Quality Assurance:

The Ettractions team takes pride in having great content for visitors to interact with. We want to make sure that your photos, video and content puts your best face forward to potential customers. We do take extra time to make sure your profile content is unique and contains the important keywords that visitors are looking for during their search for vacation fun.



*Exploreboard Avail. In Most Markets

