

Tumblr Web In-Stream

The world's greatest creators
tell their stories on Tumblr's
Dashboard: home to the world's
greatest content stream

Now your brand can too.



Tumblr Web In-Stream



With Tumblr's newest ad product, brands finally are front and center, with the world's greatest creators.

Welcome to the richest content stream in the world.



Click image to see live post with animations

Tumblr Web In-Stream

Tumblr's new Web In-Stream unit will be delivered directly in the native Dashboard streams of millions of users, across a platform that:

- leads the entire social web in time spent per session: **18 minutes, 36 seconds***
- garners **24 billion minutes** per month in engagement*
- delivers **20 billion pageviews** and **225 million uniques** a month**

loneangermovie

HELENA BONHAM CARTER
As RED

There's more to Red than meets the eye.

Source: loneangermovie

amazon netflix hulu

#HRC #Helena #Red #TheLoneRanger

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Tumblr Web In-Stream Beta Launch Partner Opportunity

Tumblr is offering an exclusive launch partnership opportunity to a handful of select brands for the debut of its first Web-based In-Stream Ad Unit.

The new Web In-Stream unit will:

- provide brands with the ultimate creative showcase for media-rich storytelling
- be the most dynamic and most native, in-stream experience on the Internet
- support all Tumblr post types
- leverage the most expansive format for showcasing a post to Tumblr's global audience



Click image to see live post with animations

Tumblr Web In-Stream Beta Launch Partner Benefits:

- **First-to-market Web In-Stream Presence** - Ability to reach and engage the global Tumblr audience in the richest content stream on the Web a full month prior to general market availability
- **Category Exclusivity** - Serve as only representative brand of respective category vertical for the entirety of beta launch window
- **Recognition in Tumblr Web In-Stream Launch Press Push** - Receive recognition as member of partnership short list in dedicated press release and all associated publicity efforts
- **Case Study Inclusion** - Inclusion in introductory Tumblr Web In-Stream case study and thought leadership content

Tumblr Web in-Stream Beta Launch Partnership Opportunity

Paid desktop Radar commitment

\$200k

10 desktop Radar posts within a 30 day span, between May 21 and July 21
24 hours each for 5% of all Dashboard page views
Best Practices and Content Strategy support from the Tumblr team
U.S. guaranteed impression serving only
25M+ Dashboard impressions \$8.00CPM on Radar impressions
Multi-week exposure as premier sponsor in Spotlight
Access to Tumblr Analytics: 90 days

+

3 weeks as Exclusive Beta Web In-Stream Launch Sponsor Partner

10 Web In-Stream posts within a 21 day span, between June 1 and June 21 (non-targeted)

Includes:

First-to-market mobile sponsored presence
Category exclusivity
Public relations push recognition
Case study inclusion

Summon us. Beastmaster style.

*Beastmaster themed inquiries accelerate response time

Secretplan
@reddit.com

