

# Tumblr

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Hello, brands.

Welcome to Tumblr. Your biggest fans are already here.

[Contact a brand strategist](#)

[The Hunger Games](#)

Why Tumblr?

1. Because Tumblr is the best place for creators to find an audience for their content.

There are over 200 million blogs publishing **80 million posts per day**.

Source: Tumblr internal

2. Because the dashboard makes it easy for people to discover and share your content.

70% of Tumblr users say the Dashboard is their favorite place to spend time online.

Source: Tumblr internal

3. Because brands are welcome as creators themselves with content users want to see.

Tumblr is ranked #1 in social sentiment towards brands.

Source: Adobe, Social Intelligence Report for Q3 2013

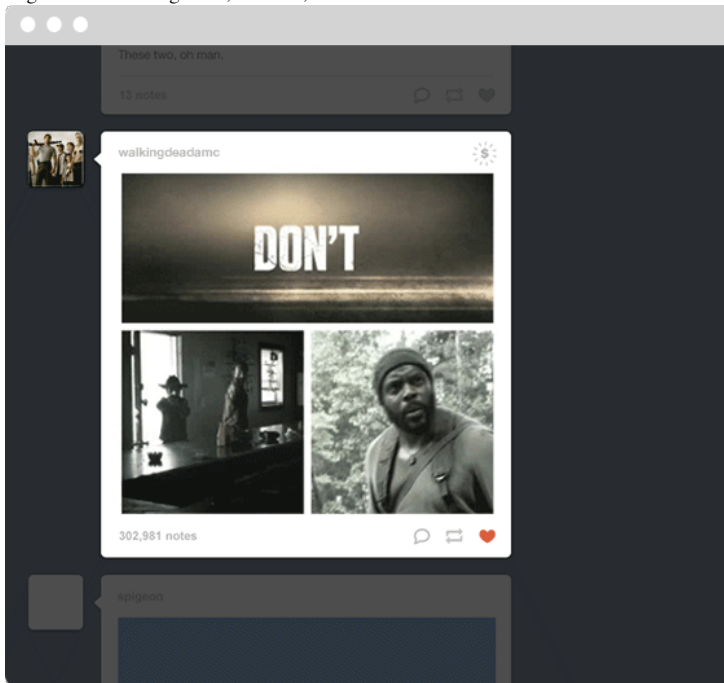
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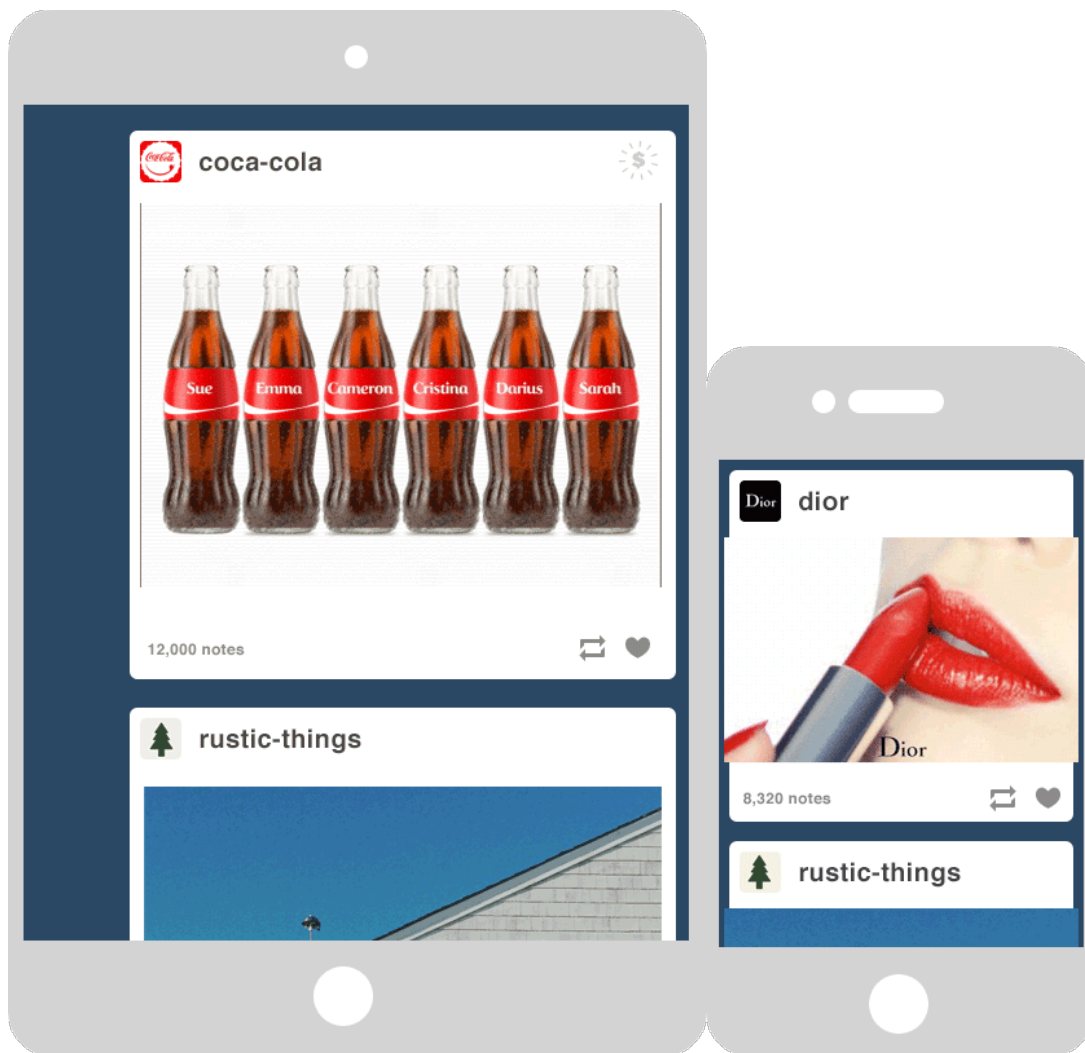
Yes, we've got ad products.

And yes. They're completely native to the platform. Choose from three different products across web and mobile.

Sponsored Posts

Give your posts a massive head start on engagement. Sold on a CPE basis, Sponsored Posts are just like regular Tumblr posts—just way more visible and targetable based on gender, location, and interest.





#### Sponsored Video Posts

The same Sponsored Posts you know and love, sold CPV: Native web and mobile placements. User targeting. And detailed analytics. Videos play automatically and loop continuously; and the player pops out so people can watch while they scroll.

The image is a screenshot of the Tumblr mobile application interface. At the top, the Tumblr logo is on the left, and navigation icons (home, messages, search, settings, power) are on the right. Below the header is a post by the user 'vitaminwater'. The post features a photo of a man (Trey Songz) singing into a microphone, with a Vitaminwater logo in the background. The caption reads: 'what does hustle mean to trey songz and vic mensa, you ask?'. Below the caption are the hashtags: #trey song, #vic mensa, #vitaminwater, #howihustle, #music, #interview, #hip hop. The post has 1,258 notes. Below the post, a notification says 'informis liked your photo'. At the bottom of the screen, there is a post by 'yimmyayo' showing a landscape photo. On the right side of the screen is a vertical menu for the user 'Peter Vidani' (blog.petervidani.com). The menu includes: Posts (3,585), Drafts (21), Followers (5,112), Activity, and Customize. Below this is the 'ACCOUNT' section with 'Liked 38,377 posts', 'Following 647 blogs', and 'Find blogs'. The 'RECOMMENDED BLOGS' section lists: thisistheverge (The Verge), opaqueglitter (Young in Limbs), and min-danger (Arby's). The 'RADAR' section shows the 'staff' (Tumblr Official) and a 'LAN PARTY' event with a 'High Five' sticker.

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Search

Aa Text Photo Quote Link Chat Audio Video

vitaminwater

#uncapped

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#trey song #vic mensa #vitaminwater #howihustle #music #interview #hip hop

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Peter Vidani  
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2

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opaqueglitter  
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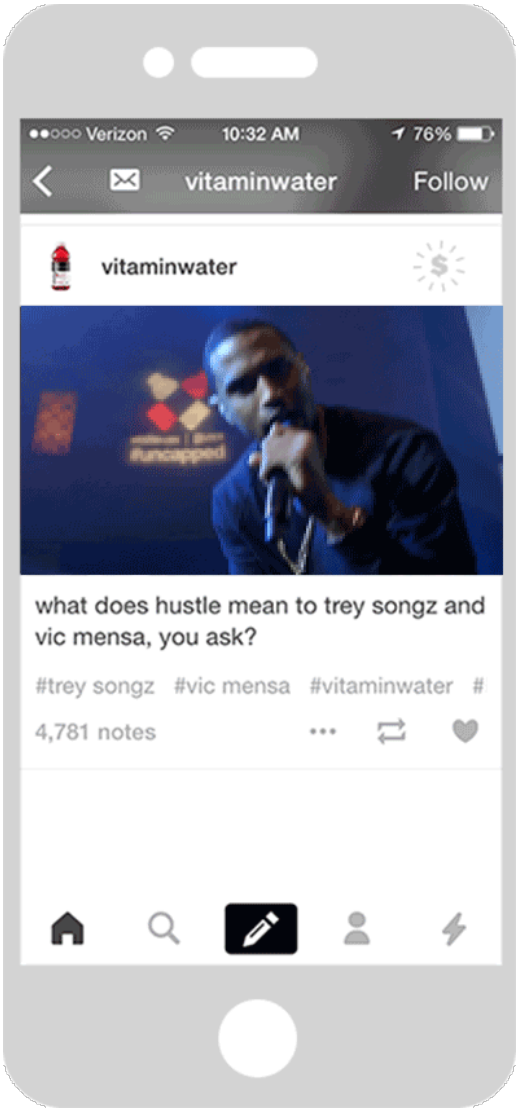
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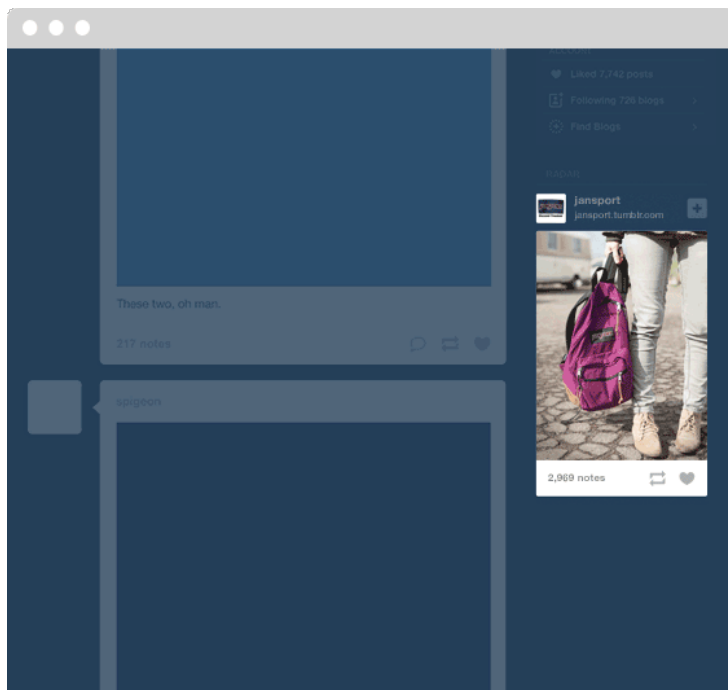
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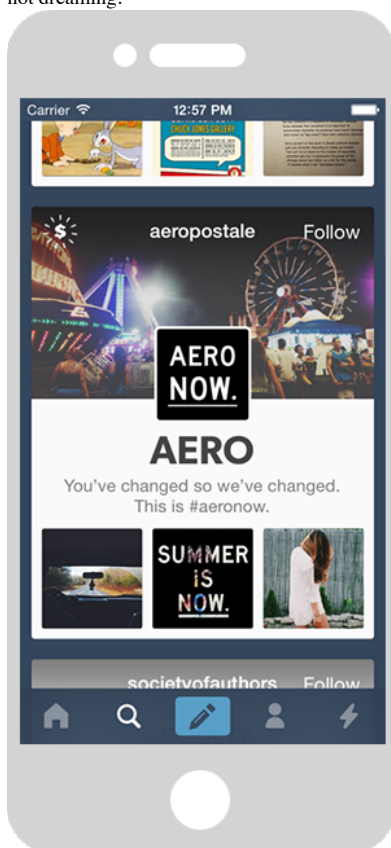
High Five





#### Radar Posts

You know that eye-catching spot above the fold on the Dashboard? Well, now it can be all yours. No, you're not dreaming.



#### Trending Blogs

More followers? Sure. That's what this placement is all about. It's simple. We'll put your blog in the trending tab in our mobile apps. You'll be in great company with the most popular blogs and topics on Tumblr.

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Sponsored Posts + Yahoo

Sponsored Posts can be syndicated to Yahoo for added reach. Together, Yahoo and Tumblr reach 800MM unique visitors per month.

The image is a screenshot of the Tumblr mobile app interface. At the top, the Tumblr logo is on the left, and navigation icons (home, mail, search, profile) are on the right. Below the logo is a post by 'sendthemasignal' featuring a close-up of a car headlight. The post text reads: 'You can choose to blend in. Or you can choose to blend out. The 2014 Lexus IS is designed with one purpose. To stand apart. Its your move.' Below the text are hashtags: #GIF #science #tech #engineering #GE #research #materials science #spring. The post has 5,476 notes. Below this is another post by 'petervidani' showing three glasses of pink drink topped with whipped cream and cherries. The source is cited as 'Source: Flickr / kirakiuh'. On the right side of the screen is a sidebar for the user 'Peter Vidani' (blog.petervidani.com). It shows statistics: 3,585 Posts, 21 Drafts, 5,112 Followers, and Activity. It also has links to Customize and Sponsor. Below this is the 'ACCOUNT' section showing 'Liked 38,377 posts' and 'Following 647 blogs'. The 'TRENDING BLOGS' section lists 'The Verge', 'Young in Limbs', and 'Laissez le Bon T'. The 'RADAR' section shows 'good Good Magazine' and a photo of a skyscraper.

tumblr.

Home Mail Search Profile

Search

Post creation options: Text, Photo, Quote, Link, Chat, Audio, Video.

Post by sendthemasignal:

You can choose to blend in. Or you can choose to blend out. The 2014 Lexus IS is designed with one purpose. To stand apart. Its your move.

#GIF #science #tech #engineering #GE #research #materials science #spring

5,476 notes

Post by petervidani:

Source: Flickr / kirakiuh

Peter Vidani  
blog.petervidani.com

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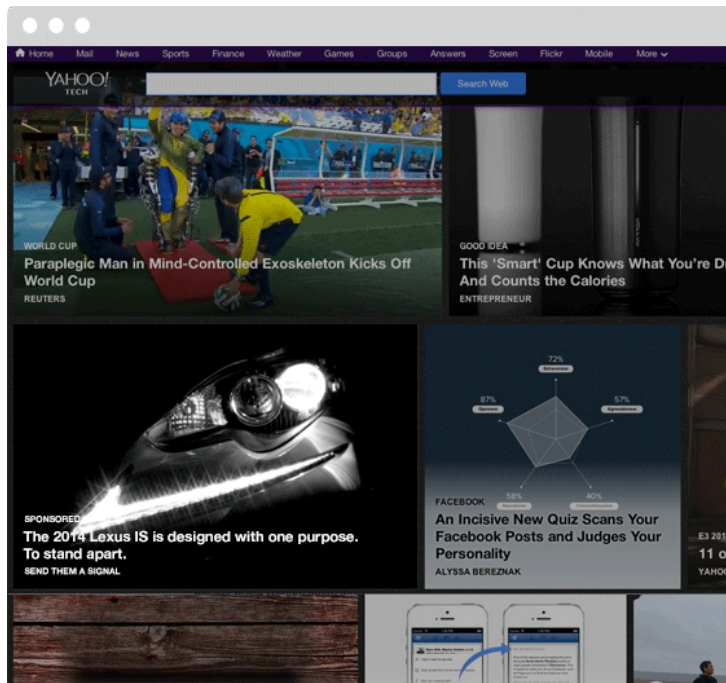
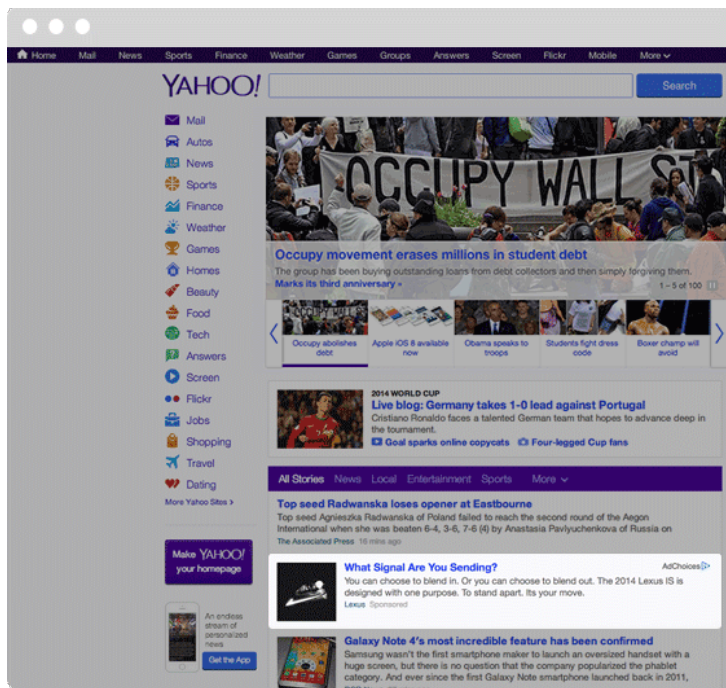
TRENDING BLOGS

The Verge  
Young in Limbs  
Laissez le Bon T

RADAR

good Good Magazine





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