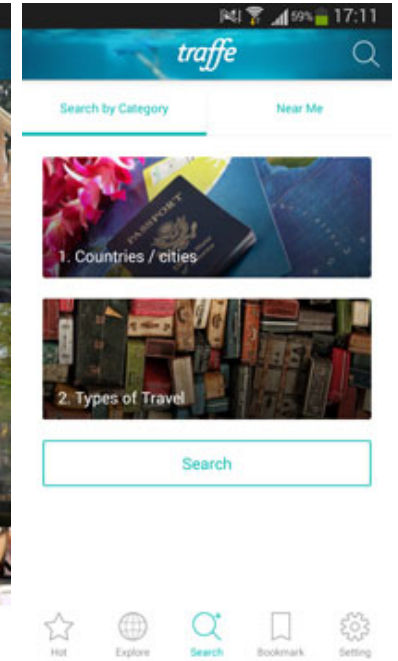
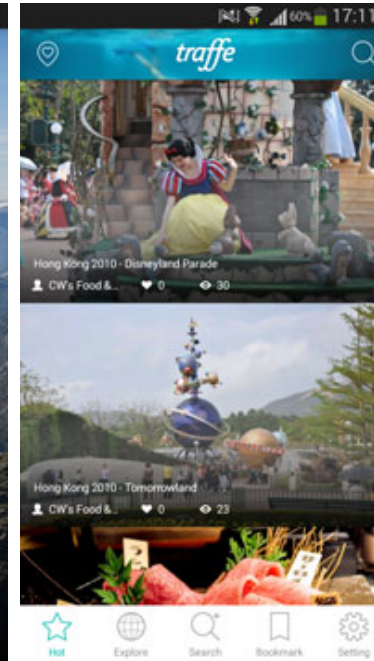
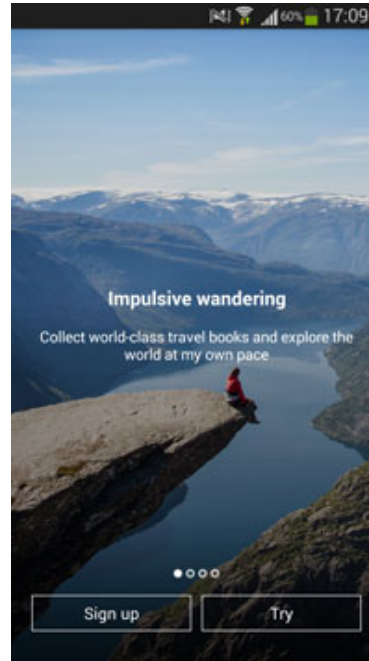


**traffe** **Traffe**  
Travel & Local  
Launched in Aug 2014

Traffe is a travel app which aggregates millions professional travel blogs, help users to discover every corner of popular destination without pain including Taiwan, Japan, Korea, Thailand... on their fingertips. Users can easily search articles by destination and topics ranging from accomodation, transportation, shopping, souvenirs, etc. Sticking with traffe, travel ideas come in a snap.

- More than 9,500 blogs posted (Aug 2014)
- Multiple language supported – Eng, Chi, Jpn & Kor



Format		Interstitial
Platform		iPhone & Android
Duration		7 Consecutive Days
Dimension	iPhone 4 (High Res.)	640px (w) x 920px (h)
	iPhone 5 or above (High Res.)	640px (w) x 1096px (h)
	Android	960px (w) x 1380px (h)
Remarks		- Interstitial will be showed only when user launch app or resume app from background - Loading cost will be applied for HTML, Video campaign or special campaign arrangement

