

Mobile Parallax Unit

Travel Weekly and TravelAge West's Mobile Parallax ad unit is an attention-grabbing ad unit designed to amplify your message. With this new premium ad format, you can feature your message over a parallax animation effect to capture attention in an interesting and non-intrusive way on Northstar's brand safe editorial sites, extending the impact of your messaging.

HIGHLIGHTS

- As the viewer scrolls through either Travel Weekly or TravelAge West's content on their phone, the custom Northstar-built mobile ad unit is fully revealed, featuring a parallax animation behind the ad messaging that draws potential customers to engage with the ad.
- In-line placement help avoid banner blindness, resulting in higher CTRs than standard display units.

HOW IT WORKS

- Client supplies direction and creative materials for Northstar's DigiLab team, including: logo (.png format), imagery, messaging, brand guidelines, and click-through URL.
- The mobile-exclusive ad unit is served exclusively for 1-month across Travel Weekly or TravelAge West, placed in-line within article content between 4th and 5th paragraphs, and clicks-through to client's chosen destination.

KPIs

- Ad Metrics: Impressions, Clicks, CTR

TECHNICAL SPECIFICATIONS

- Click, impressions, viewability third-party tracking are also accepted.

IMAGE REQUIREMENTS

- **No Close-Up Shots or a PNG/JPEG of the creative with text/design elements**
- Scenic and Wide Shots are Acceptable
- Must be optimized for cropping and scroll-based experiences
- PSD files are accepted, with text, images and other graphics on their own separate layer

	Parallax Background Image Min Required Size	Logo Min Required Size	Headline Max Character Count (with spaces)	Promo Copy Max Character Count (with spaces)
Mobile Parallax Unit	300x250	380x200	25	30



[See an interactive demo](#) of the Mobile Parallax Unit.