

Social.amp

Social.amp amplifies your highly relevant, timely social content to premium travel and meeting planner audiences. With this new ad format, you can feature popular/recent social posts from Facebook, Instagram, or Twitter as display ads on Northstar’s brand safe editorial sites, extending the impact of your social messaging.

HIGHLIGHTS

- In-line placement and social media formatting help avoid banner blindness, resulting in higher CTRs than standard display units
- Content sites naturally promote focused reading, so your Social.amp ads will have higher attention time than the rapid scrolling behavior on social media networks
- Campaigns utilize already using existing social posts, so no additional creative approvals are needed and time to market is fast

HOW IT WORKS

- Client supplies 1-3 social video or image/text posts to be used over the course of the program
- Northstar generates creative tags and flights campaign through our ad servers
- Social posts run 1-2 weeks, with campaign optimized to focus on best performing posts
- Reporting will be delivered on a monthly basis - 1 month minimum (2-3 months suggested)

KPIs

- Ad Metrics: Impressions, Clicks, CTR

SUPPORTED AD TYPES

Facebook/Instagram/Twitter:

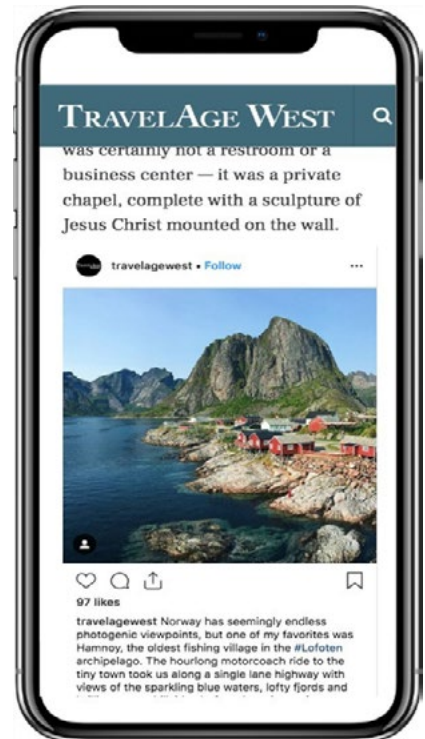
- Organic Photo/Video Post
- Organic Website Link Post (Facebook/Instagram only)

PRICING/MONTH		
Brand	Rate	Est. Impressions
Travel Weekly	\$3,425	50,000
TravelAge West	\$2,975	18,000

Twitter, Facebook or Instagram Post



Appears as an ad on Travel Weekly



Demo: <http://bit.ly/TAWSocialAmp>

Let's start the conversation!

To get started, contact your TravelAge West Sales Representative or reach out to **Anthony Carnevale**, SVP/Group Publisher of Travel Weekly and TravelAge West: acarnevale@ntmlc.com or 201-902-1976