

Digital

# 360e

360e is a cutting-edge interactive ad unit that enables advertisers to feature 360° panoramic images. This immersive format helps you maximize the impact of your advertising and enables you to showcase a venue, destination, or experience in a whole new way.

## HIGHLIGHTS

- The 360e banner ad stands out from the crowd of standard display ads, by slowly panning the 360° image, beckoning the user and driving increased engagement.
- The ability to then interact directly with the ad unit is not only a fresh and unexpected way for travel agents to engage with a brand, but a more immersive and detailed way to explore a venue, destination, or experience.

## HOW IT WORKS

- The 360e ad unit is sized 660x250, and is served inline within our articles, placed between 4th and 5th paragraphs, and will show on desktop and tablet only.
- The unit offers either a single image view, or a multi-image view (3 max).
- The unit includes a top branding bar that can be used for a short headline, and a right-rail branding bar that can feature an advertiser’s logo, a short message, and a Call-To-Action (CTA) button which can link directly to an advertiser’s chosen destination.
- Client supplies 1-3 high-res static 360° panoramic images in addition to logo (.png format), brand guidelines, headline, promotional copy and destination URL. *See Technical Specifications below for more detail.*



## PERFORMANCE INDICATORS

- Impressions, CTA Clicks, CTR
- Clicks to each featured image can be tracked if client provides 1x1 pixel for each image.

## TECHNICAL SPECIFICATIONS

- Static image in a 360° panoramic format.
- Third-party tracking tags (pixels) are accepted.

	360° Image Min Required Size	Headline Max Character Count (with spaces)	Promo Copy Max Character Count (with spaces)	Call-To-Action Max Character Count
660x250 Unit	3500x1500	25	50	3 words

## PRICING

	Price per Week	Approx. Impressions per Week
360e	\$10,500	175,000

### Let’s start the conversation!

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