

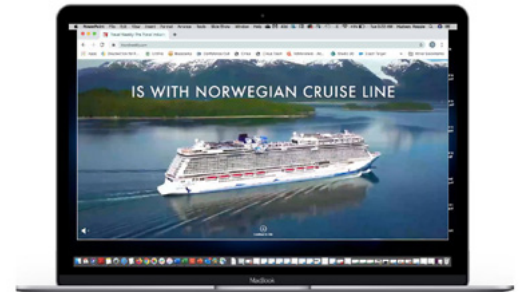
**Video Ad Unit**

# Eclipse Video Takeover

Maximize your impact with Travel Weekly's exclusive Eclipse Video Takeover!

## HIGHLIGHTS

- This high impact ad unit - custom built by Northstar - is immersive upon page load with **full-screen auto-play video** (short format) and leave-behind Super Leaderboard banner.
- To see a demo of the Eclipse unit, [click here](#).



## HOW IT WORKS

- Available on desktop/tablet only and served as an exclusive alternate to TW's standard Billboard sponsorship, The Eclipse Video unit opens (upon first visit) to a full screen video, while ensuring the user is visually aware of the main site navigation and scroll-to-site functionality. The full screen video will appear once per user visit.
- All subsequent pageviews will receive a static Super Leaderboard leave-behind that will allow the user to click to go back to the video screen or click through to the ad's call to action.
- Client supplies direction and creative materials for Northstar's DigiLab team, including: video (either video file or YouTube/Vimeo URL), logo (.png format), imagery, messaging, brand guidelines, and click-through URL. Clients have the ability to tag both screens to measure delivery, engagement, viewability and brand safety.

## PERFORMANCE INDICATORS

- Impressions, Clicks, CTR, Play Length (Start, 25%, 50%, 75%, Completion), Mute, Viewability, Avg View Rate, Avg View Time.

## TECHNICAL SPECIFICATIONS

- Accepted video file types: MP4, MOV, AVI, MPEG, OGV file. Or a YouTube Video URL, Vimeo Video URL or VAST Tag.
- Click, impressions, engagement and viewability third-party tracking are also accepted.

|                                | File Format                               | Max Video Length | Max Video File Size | Unit Dimensions |
|--------------------------------|-------------------------------------------|------------------|---------------------|-----------------|
| Eclipse Video Unit             | Video                                     | :15              | 4 MB                | Full Screen     |
|                                | File Format                               | Resolution       | Max File Size       | Unit Dimensions |
| Super Leaderboard Leave-Behind | GIF, JPEG, JPG, PNG (Flash not supported) | 72 DPI           | 60 KB               | 970x66          |

## PRICING

| Website       | Price per Week | Approx. Impressions per Week |
|---------------|----------------|------------------------------|
| Travel Weekly | \$12,995       | 125,000                      |

### 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](mailto:acarnevale@ntmlc.com) or 201-902-1976