

Native Ad Unit

Branded Content

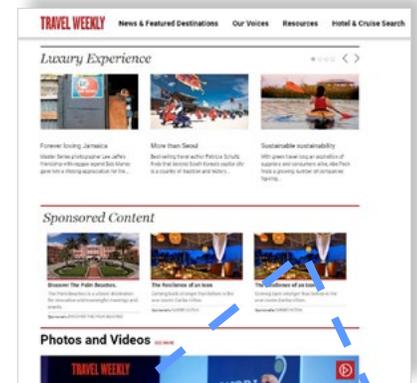
Travel Weekly's and TravelAge Wests' Branded Content native ad placements allow you to deliver your message in a more natural form to audiences where they are engaging with high-value editorial content.

HIGHLIGHTS

- Reading a native ad headline can yield **308x more time of consumer attention** than processing a banner. Native ads can also register a **9% higher lift in brand affinity** and a **18% higher lift for purchase intent** over banner ads.*
- Travel Weekly's and TravelAge Wests' Branded Content Native placements are an excellent promotional channel for your content, served within the context of award winning editorial content.

HOW IT WORKS

- Client supplies preview image, placement headline, placement's body copy, and destination URL.
- Branded Content native ad placements are served throughout the site, with key presences on homepage, at the end of articles, and directory pages for optimum user discovery and engagement, and include sponsorship mention.
- [See an example of the end-of-article native module here.](#)



PERFORMANCE INDICATORS

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

TECHNICAL SPECIFICATIONS	Teaser Image Dimensions	Headline Max Character Count	Body Copy Max Character Count	Sponsor Name Max Character Count	Max Video Length	Max Video File Size
Branded Content Native Ad	640 x 360 px	60 (including spaces)	110 (including spaces)	30 (including spaces)	:15	4 MB

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

PRICING

Product Type	Program Length	Price	Projected Impressions
Travel Weekly: Standard	30 days	\$2,000	150,000
Travel Weekly: Bundled w/ Custom Content	90 days	\$2,000	450,000
TravelAge West: Standard	30 days	\$1,000	50,000
TravelAge West: Bundled w/ Custom Content	90 days	\$1,000	150,000

Let's start the conversation!

To get started, contact your Travel Weekly Sales Representative or reach out to **Neal Tornopsky**, VP, Digital of Travel Weekly and TravelAge West: ntornopsky@ntmlc.com or 201-902-2019

*Source: nativeadscience.com