

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

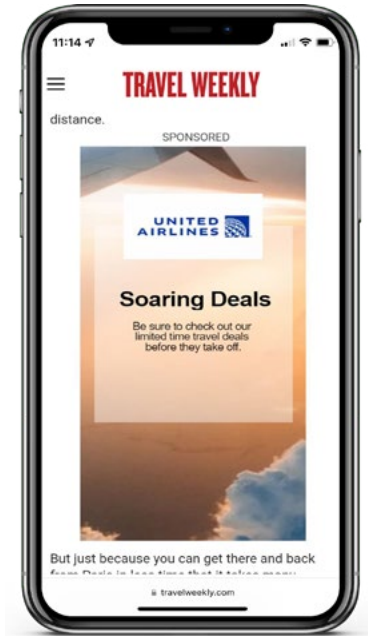
- As the viewer scrolls through either Travel Weekly or TravelAge West’s content on their phone, the custom Northstar-built mobile ad unit is fully revealed, featuring a parallax animation behind the ad messaging that draws potential customers to engage with the ad.
- In-line placement help avoid banner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



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

TECHNICAL SPECIFICATIONS

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

	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	640x960	380x200	25	100

PRICING			
Unit	Brand	Rate per Month	Est. Impressions
Mobile Parallax Unit	Travel Weekly	\$3,425	50,000
Mobile Parallax Unit	TravelAge West	\$2,975	18,000

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