

# Social Access

Maximize the impact of your paid advertising initiatives on social networks and expand your earned media potential. Using proprietary 1st party audience data from our category leading brands, we ensure delivery of your ad messages to top travel buyers and influencers on social media networks like Facebook, Instagram and LinkedIn.

## HIGHLIGHTS

- Using Northstar audiences that you can't access anywhere else sharpens target penetration, mitigates ad waste and improves campaign performance.
- Ability to run variety of campaigns supporting brand awareness, product launches, education, rewards and discounts, contest and more
- We can also help you set up and run campaigns using your own existing customer or prospect databases or Target Account lists.
- Whether as a standalone campaign or part of an integrated program, Northstar's Social Access solution drives content engagement and community involvement.

## HOW IT WORKS

- Client supplies at least one ad per month. We recommend providing two headlines per ad in order to run A/B testing
- Northstar sets up a custom audience pool on your selected social network, uploading and serving your ads from our ad manager accounts

## PERFORMANCE INDICATORS

- Social Media Impressions, Engagements (Clicks, Downloads, Views, et al)  
Note: Engagement metrics vary by platform.

## SUPPORTED AD TYPES

- Facebook, Instagram, LinkedIn (sizes vary by platform and will be outlined upon program kick-off)



## PRICING/MONTH

Facebook or Instagram	Impressions	Price
Tier 1	80,000	\$5,250
Tier 2	150,000	\$7,750
Tier 3	250,000	\$10,250

For LinkedIn, Pinterest, Twitter and YouTube channels, please ask for pricing.

## 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