

Video Ad Unit

Video Billboard

Travel Weekly's Video Billboard leverages our popular billboard ad unit with the immersive storytelling of video content. This impactful unit stands out from typical standard banners ads and offers our advertisers a premium experience to engage our audience.

HIGHLIGHTS

- Available on desktop/tablet only, the 970x250 Billboard is an exclusive position that appears at the top of each page for the first page view, and then teased through additional pages between articles with an expandable 970x90 unit.
- The Video Billboard unit features an advertiser's video alongside their messaging, an advertiser's logo/branding and a call-to-action.

HOW IT WORKS

- The custom unit is designed for our clients with the assistance of Northstar's DigiLab team.
- 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.
- A maximum of two videos can be featured (if videos are hosted via YouTube/Vimeo).

PERFORMANCE INDICATORS

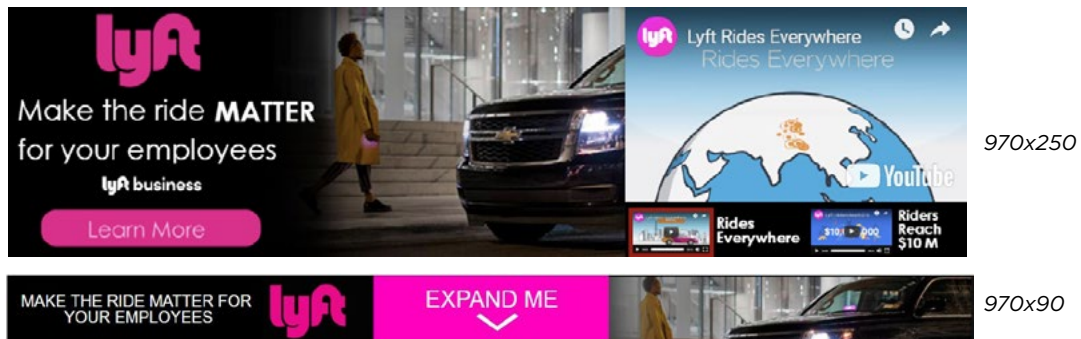
- Impressions, Clicks, CTR, Play Length (Start, 25%, 50%, 75%, Completion), Mute, Viewability, Avg View Rate, Avg View Time.
- Third-Party tracking tags (1x1 pixels) are accepted.

TECHNICAL SPECIFICATIONS

	Max Video Length	Max Video File Size	Unit Dimensions
Video Billboard	:15	10MB	970 x 250

PRICING

	Price per Week	Avg. Impressions per Week
Video Billboard	\$11,975	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