

RICH MEDIA & NATIVE ADS

Drive interactions and awareness

Informa's high impact ad formats are designed to drive engagement and awareness of an advertiser's brand and messaging. Using videos, photos, social media and animation, these highly engaging units offer a seamless, attention-grabbing way to tell brand and product stories.

DELIVERABLE OPTIONS

- Rising Star: Pushdown
- RisingStar: Sidekick
- RisingStar: Filmstrip
- RisingStar:Pagewrap
- Native Advertising

USEFUL FOR

- Brand/messaging awareness
- Product awareness
- Consumer education

PRICING & TIMELINE

Varies depending on market. Please contact your Informa Representative to discuss creative concept, required deliverables, lead-time and pricing.



**30-60% greater
consumer interaction**

With high impact ads vs. standard display ads