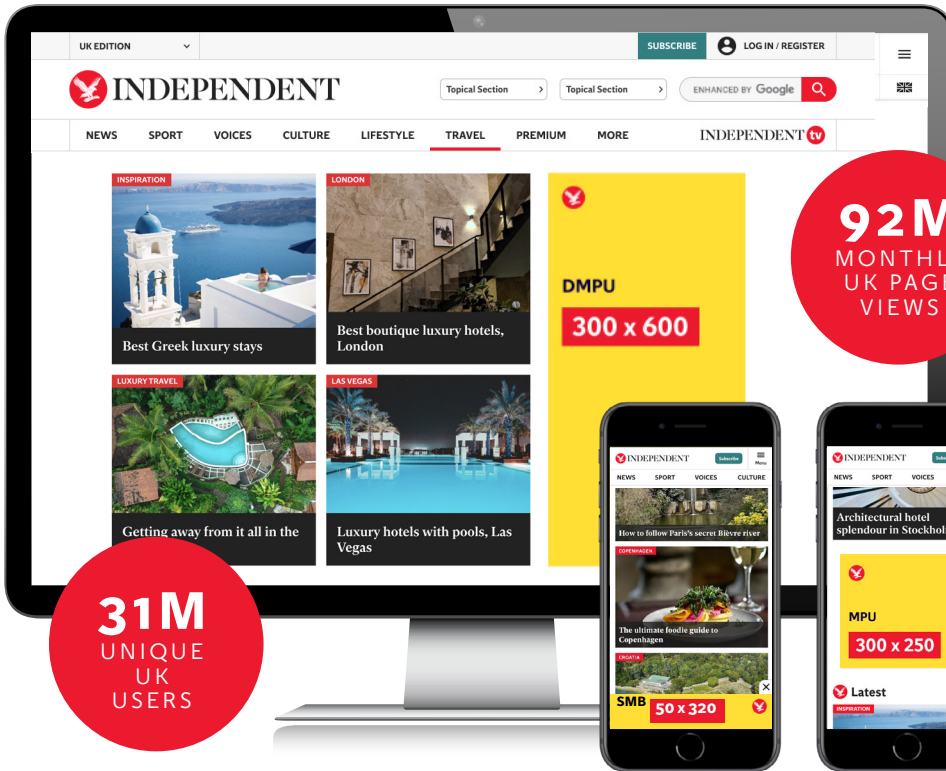
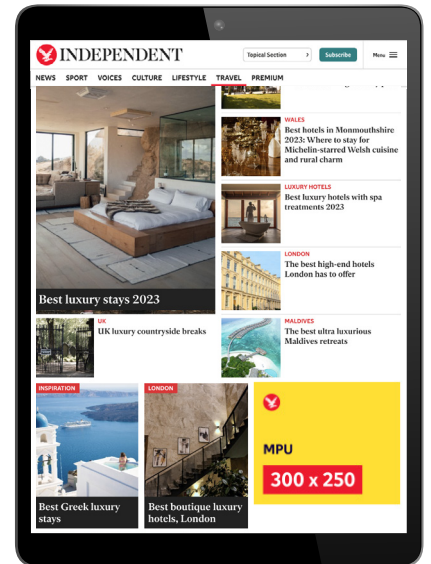


TRAVEL MARKETPLACE



WHAT YOU WILL GET

This is an example of where your ad will appear when it's featured on *independent.co.uk*



The *Independent Travel Marketplace* puts your brand, product or service in the spotlight, while inspiring The *Independent's* affluent online readership to book their next trip.

The *Independent Travel Marketplace* offer exclusive access to ad positions situated in the *independent.co.uk* travel section, with guaranteed placement against relevant editorial for 12 weeks. In addition, the ads are underpinned by guaranteed impressions served over the booked campaign period.

Why is it worthwhile?

The *Independent Travel Marketplace* helps you reach your target audience in a relevant context while providing a guaranteed level of exposure and the security that offers.

Independent Travel section

The *Independent's* travel editorial is the most authoritative in the UK, featuring Simon Calder, the voice of the British travel industry and the go-to person for all travel news and insight.

Building on this authority the travel section has recently been redesigned to make sure that it remains the go-to hub for all travel content, helping its audience along the journey from inspiration to planning, booking and reflecting.





EXAMPLE

This highlights how we can help your business increase its reach across *independent.co.uk's* engaged travel audience, alongside quality, relevant content. Advertisers will have shared exposure across these pages.

HOW IT WORKS

- 12-week ad unit tenancy against relevant travel editorial
- Guaranteed 120,000 ad impressions

The Independent's travel audience

DIGITAL STATISTICS		NEWSBRAND EFFECTIVENESS	
 67% SOCIAL GRADING ABC1	 31M AVERAGE MONTHLY UK UNIQUE BROWSERS	60% HIGHER VIEWABLE TIME FOR ADS	2.5X MORE LIKELY AD VIEWING
 92M MONTHLY UK PAGEVIEWS	 9.3M INDEPENDENT READERS INTERESTED IN LOOKING AT TRAVEL CONTENT	30% HIGHER AVERAGE AD DWELL TIME	16% MORE LIKELY THAN AVERAGE TO BE INTERESTED IN TRAVEL CONTENT

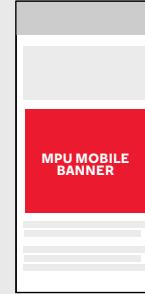
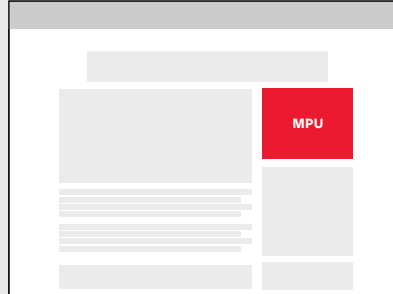
Sources: PAMCo H1 2023, Adobe Analytics June/July

TRAVEL MARKETPLACE

Package details

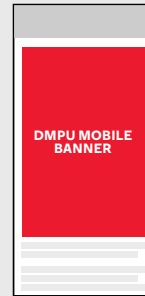
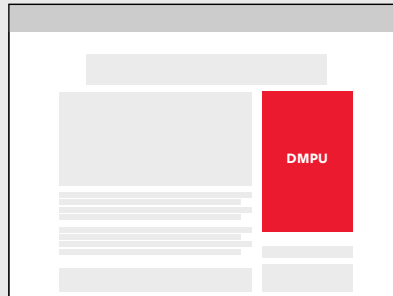
Base package:

- Static or Animated MPU Ad units across desktop and mobile.
- Sticky Mobile Banner Ad unit.
- Guaranteed placement against relevant travel editorial.
- 120,000 ad impressions.



Enhanced package:

- Static or Animated DMPU Ad units across desktop and mobile.
- Sticky Mobile Banner Ad unit.
- Guaranteed placement against relevant travel editorial.
- 120,000 ad impressions.



Enhanced service-level package:

- Client can update ad unit messaging or replace ad every four weeks.

What we need from you for your banner artwork:

Deliverables

DMPU: 300px wide x 600px high
 MPU: 300px wide x 250px high
 Mobile: 320px wide x 50px high
 Click through url & alternative text

Maximum initial file load size

100 KB

Maximum subsequent file load size

1 MB

Maximum user-initiated file size

1.5 MB for creative files; 10 MB for creative & video combined

Cached JavaScript / shared libraries

It is our policy to not exempt any JavaScript load sizes simply because they are thought to be 'cached',

which is in line with IAB guidelines.

For calculating ad file weight, all files for the ad, including those shared libraries not exempt by the publisher or ad server, must be included as part of the maximum file weight calculation.

HTML5 (raw files)

We require HTML5 via third-party vendors (3rd Party JavaScript tags)

Third-party blocking tags

Third-party keyword blocking tags cannot be accepted.

HTML local storage

Tags must not utilise HTML local storage functionality

Maximum video & animation frame rate

24 fps

Maximum video / animation length

30 sec

Audio initiation

Must be user-initiated (click for sound)

Hot spot

Less than a quarter of the ad; must NOT initiate audio

Z-index range

0-4,999

Minimum required controls

Video must include: play, pause and mute

Labelling requirements

Ad unit content to be clearly distinguishable from normal web page content

Files and size restrictions

— image files

Image files can be supplied as .gif or .jpeg files. Maximum file size is 50kb

Submission lead-time

Minimum six days before the campaign starts

File transfer

Files should be emailed directly to digital@aplmedia.co.uk. Call the production team on +44 (0)20 7553 7372 for further information.

If you are unable to supply ads and would like APL Media to create them, based on a static jpg, there will be a charge of £170 for the base package (MPU and Sticky Mobile Banner Ad unit) or, £200 for the advanced package (DMPU and Mobile Sticky Ad unit). Client to supply assets, images and text.