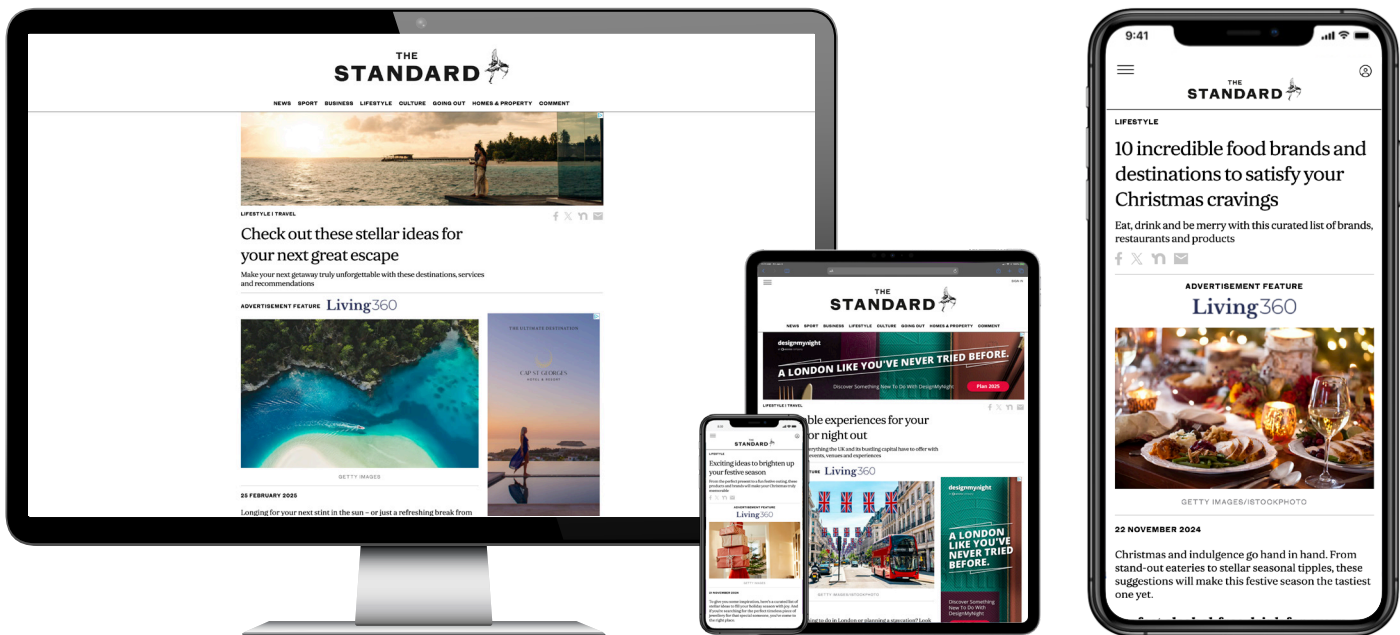


THE STANDARD

IN ASSOCIATION WITH Living360



READERSHIP

The London Standard's readership consists of urban professionals who are drawn to city-focused content, from events and restaurants to retail and leisure.

They are looking to discover 'what's new' in London, and 62% of the readership plan their social events using information provided by *The London Standard*. Shopping, dining and leisure activities are key topics for the audience and they're seeking inspiration for their post-work and weekend activities. The readership is keen to read going-out guides and discover the latest cultural happenings.

Advertisers value *The London Standard's* readership for their strong interest in retail, so much so that 94% shop in London during their lunch breaks. This readership typically responds well to advertising, as over half have previously acted on advertisement features seen in *The London Standard*.

HOW IT WORKS

- 1 Campaign page, with hero image and supplier-led content piece
- 2 Accompanying billboard, DMPU, MPU and mobile
- 3 Bespoke article, with listing, heading, main image, engaging editorial and unique call to action

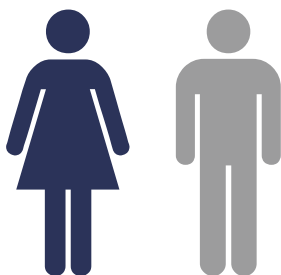
11M
UK UNIQUE
USERS

21.2M
MONTHLY
PAGE VIEWS

68%
ABC1

54%
18-34
YEAR-OLDS

GENDER



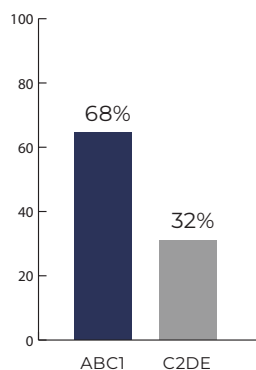
FEMALE

50%

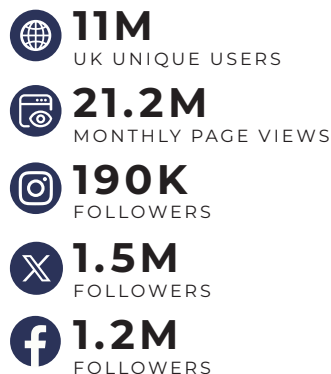
MALE

50%

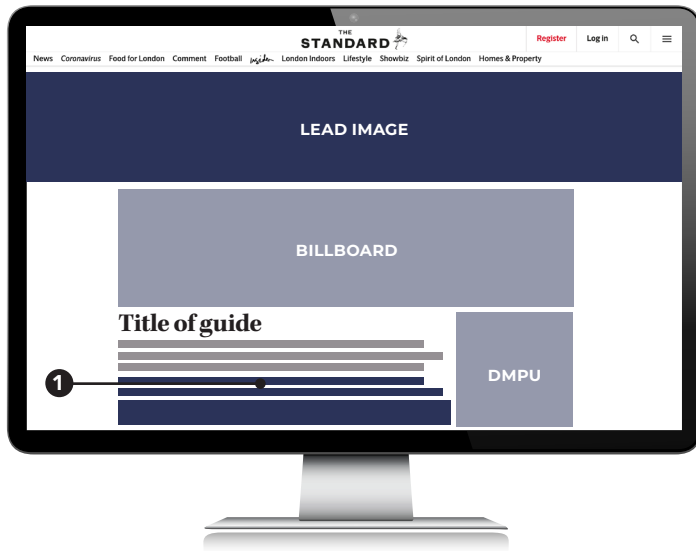
SOCIAL GRADE



DIGITAL STATISTICS



CLIENT CAMPAIGN



WHAT WE NEED FROM YOU FOR YOUR CAMPAIGN:

- Up to 120 words for your content listing that will be rewritten to house style about a service or product
- Four banners (see right for online advertisement requirements)
- Selection of high-resolution images
- Your bespoke call to action
- The URL of your website

1 Content listing structure

Listing headline: 10-30 characters (e.g. XYZ Food)

Your listing: 100-120 words supplied in a Word document about a specific service or product that you would like to promote

Call to action: 10-30 words, which could include an offer flash, contact details and address (e.g. 10% discount code ABC; find us at xyz.com; phone 1234)

Images: One or two high-resolution images in landscape format

Content compliance

Once all material is submitted according to the specifications, the content will be rewritten to adhere to the publication's house style. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserves the right to make grammatical changes and corrections to ensure the content meets house style. All content must be ASA (Advertising Standard Authority) compliant and may be subject to these standards for approval. Changes will be made, if necessary, to meet these guidelines. Hosted on standard.co.uk on behalf of APL Media, which takes sole responsibility for the content of the article.

Approvals & amendments

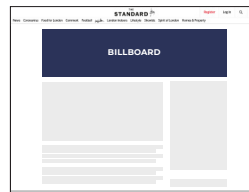
- APL Media Ltd will provide a proof for client approval.
- The client will have the option to review and send amendments before final approval.
- Note, the second and final proof is for fact-checking and approval/records only.
- Additional amendments will incur an extra charge of £45 per round of changes per hour. As such, please ensure any amendments are clear and concise.
- Amendments are required within 48 hours; final approval within 24 hours.

If a client cannot provide the content detailed above and requires the publisher to create it on their behalf, this will incur a production charge for copywriting and image* research. Please contact the production team for more information.

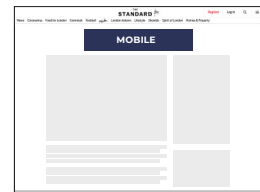
Image specifications: Please supply images as high-resolution RGB JPEGs.

*Image use subject to editorial discretion and may vary depending on quality, size and layout. Excludes image(s) cost; image searches (£40/hour); and copywriting (£40/hour)

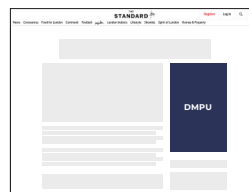
ONLINE ADVERTISEMENT REQUIREMENTS



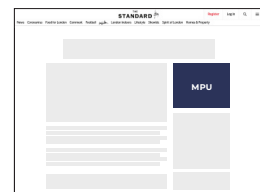
BILLBOARD
Width: 970px // Height: 250px



MOBILE
Width: 320px // Height: 50px



DMPU
Width: 300px // Height: 600px



MPU
Width: 300px // Height: 250px

WHAT WE NEED FROM YOU FOR YOUR BANNER ARTWORK:

DELIVERY:

4 x banners

In Billboard, DMPU, MPU and Mobile formats, respectively

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 animation length

30 sec

Maximum video length

Unlimited

Audio initiation

Must be user-initiated (click for sound)

Hot spot

Less than 25% 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

Min. six days before campaign starts

File transfer

Files should be emailed directly to digital@aplmedia.co.uk. Call the production team on +44 207 553 7372 for further information