Advertising with LARA

The London Standard

Digital native and display

Sponsored content

Campaign page

Hero image and a supplier-led feature, supported by the booked display formats.

Sponsored listing

Article listing with heading, lead image, editorial copy and a dedicated call to action.

Creative specifications

Display sizes (width x height)

Billboard 970 × 250 px, mobile billboard 320 × 50 px, DMPU 300 × 600 px, MPU 300 × 250 px.

Display files

The pack distinguishes static and HTML5 creative. Initial load for HTML5 is 100 KB, subsequent load 1 MB. Audio starts on user interaction.

Listing materials

Headline 10–30 characters. Supply 100–120 words in a Word document, a call to action of 10–30 words and one or two high-resolution landscape images. Send RGB JPEGs.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

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