Overview of Travel Span

Travel Span is globally regarded as the most authoritative and independent source on luxury travel and lifestyle. It is registered with Registrar of Newspapers of India. It is a premier media company — producing the highest quality content for the world’s most influential audiences through world-renowned brands and a suite of enterprise products fueled by data and technology that deliver ROI.

Travel Span helps our clients find the right people at the exact right moment and serve them the perfect message. We activate our audience data for real-world advertising application through first-party data, complex consumer insights and superior advanced targeting.

It is a multi-platform travel publication which has grown to become the ultimate travel companion of the discerning and influential travelers in India and Internationally.

It features the perfect blend of Indian & international destinations with a strong lifestyle angle.

Established in 2000, Travel Span is the leading source of news, information, interviews, analyses and reports to the global airfreight industry. Our leading portfolio includes print, digital (website, E-Newsletters, apps & social media) as well as events that give businesses in the airfreight industry the ability to connect with decision-makers in this sector.

Travel Span is published monthly with an editorial focus on in-depth data, analyses, features, interviews and reports while our highly successful digital products bring breaking news and immediate information to our large global audience.
EXPLORE TRENDS IN TRAVEL WITH TRAVEL SPAN

1. Explorers are on the lookout for unspoiled and exotic destinations
2. Tourists seek all things experiential
3. Shorter holidays more frequently
4. A growing interest in adventure
5. Destination Weddings are the ultimate celebration
Do-it-yourself travel with reliance on technology

THE TRAVEL SPAN AUDIENCE

The Readers – 450,000
The Circulation – 48,000
The Website Visitor - .3 Million
The Distribution – Indian and world cities including select travel and tourism EXPOS

EDITORIAL EXCELLENCE

1. Travel Span Showcases exotic, new destinations and features on popular destinations.
2. Carefully curated recommendations of exciting destinations, holidays, hotels, spas, restaurants, and other services.
3. Addresses the lifestyle component by incorporating the very best of shopping, fashion, beauty and lifetime experiences and products for the affluent traveler.

SUPPLEMENTS

TRAVEL SPAN publishes special supplements on various destinations and events in India and International markets.

FOCUS for Leisure Travelers, options for better and best holiday destinations, competitive airlines, cost effective hotels deals, spa, shopping, culture, beaches, cruise holidays and a lot more is carried in the form of feature articles, products updates and destination reporting.

For Corporate and Business Travelers focus is drawn on his need for growing tourism destinations, airlines options, fantastic hotel deals, cruises, car rentals, lifestyle, spa, golf, attractive MICE venues and options, leisure activities and shopping opportunities besides latest technology updates. For Travel Trade updates are published from the Global Travel and Tourism scenario. Offers and Happenings from Indian and International Tourism Departments and Boards, Associated Travel Bodies are also published. The interest of the readers is sustained through News, Views, Reviews, Previews, Interviews, Destinations options etc.
PRINT - WE CREATE EXTRAORDINARY CONSUMER EXPERIENCES

Open the doors to a world of excellence, creativity and passion – We Bring the world Closer to you. Travel Span sets the benchmark for publishing excellence with leading print and digital magazine.

With 20 years of experience, we inspire the travelers to celebrate the best of the world for a long weekend or for a longer vacation.

Advertise with Travel Span and connect your brand with our vibrant, active travel community.

PRINT - ADVERTISING

Kindly send us your request for contractual rates on sales.travelspan@gmail.com

ADVERTISING SPECIFICATIONS

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<thead>
<tr>
<th>Full Page Ad</th>
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<tbody>
<tr>
<td>Full bleed</td>
<td>Width 21cm</td>
<td>Height 29.7cm (plus 3 mm bleed)</td>
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<tr>
<th>Half Page Horizontal Ad</th>
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ONLINE

1. Home Page/Section Home Page Responsive Homefill
2. In-Content
3. Gallery Interstitial
4. Pre-Roll Video
5. Billboard
6. MPU
7. Sponsored Newsletter
8. Solus Email

LEADERBOARD

Size 728px x 90px
Device Desktop & Tablet only

FILE REQUIREMENTS

- File types that can be provided: JPG/PNG/GIF
- Max file weight: 75kb
- Single impression pixel accepted: yes
- Click tracker accepted: yes
- Secondary pixels supported: no
*All files subject to pixel quality approval*

RICH MEDIA

- All rich media must be 3rd party served
- HTML5 files if provided will be accepted subject to testing
- Sound must be user-initiated
- Video duration - recommended: 15 secs, max: 30secs
- Max loops - 3
- Expansion allowed: no

3RD PARTY LOAD REQUIREMENTS

- Initial File load: 200kb (mobile: 40kb) with a maximum load of 15 files
- Host-initiated sub-load: 1mb (mobile: 300kb)
- Video User-initiated load: 1.5mb (15 seconds max.) 2.2mb (30 seconds max.)

3RD PARTY TAG REQUIREMENTS

- Pixels accepted for impression and viewability tracking
- allow the use of data collection pixels - No
- Ad safety monitoring requirements must be declared at time of booking
- Tags must be live throughout the duration of the campaign
- Frequency capping should be discussed at time of booking

ASSET DEADLINE

Assets must be received 3-5 working days in advance of the campaign start-date to allow for full set-up and testing.
SPONSORED NEWSLETTER

E-shots offer you the opportunity to reach our unique database of recipients who have signed up to receive E-Newsletters from Travel Span. Each e-mail can be individually tailored to suit your needs. This type of e-mail marketing provides the perfect way to advertise your latest company brochure, distribute your own company newsletter, promote an event, conduct a survey or increase your brand awareness.

Size 320px x 250px
Device Desktop & Tablet only

TRAVEL SPAN HOSTED FILE REQUIREMENTS

- File types that can be provided: JPG/PNG
- Max file weight: 75kb
- Click tracker accepted: yes
- Impression pixels are not accepted for Newsletters
- Secondary pixels supported: no
*All files subject to pixel quality approval*

FILE REQUIREMENTS

- All e-mails must be supplied in a HTML format. There must also be a back-up text only version (TXT or word doc).
- E-mails must not exceed a maximum width of 700 pixels, there is no maximum height.
- All images must be externally hosted by the client. All links including images must be live links and not relative links.
- Always use ALT tags and fixed widths within tables. Avoid using cascading style sheets (CSS).
- File sizes should be between 40k-100k.
- Java, JavaScript, VBScript, forms, frames, ActiveX, animated GIF’s, Flash, or embedded video should not be used.
- You must specify a subject line for your email, with a maximum length of 80 characters (including spaces). We recommend using less than 50 characters. Your subject line cannot be all UPPER CASE.

ASSET DEADLINE

Assets must be received 3-5 working days in advance.
HOME PAGE/SECTION HOME PAGE RESPONSIVE HOMEFILL

This format is only available for sponsorships.
The Homefill format is a high-impact, easy to use, responsive format that forms part of sponsorship offerings.

FULL TECHNICAL SPECIFICATION

DIMENSIONS:

Three sets of asset dimensions will need to be built into the templates to allow the ad to respond to desktop, tablet and mobile designs.
- 1280px x 350px
- 640px x 350px
- 320px x 350px

INITIAL FILE LOAD:

- 200kb (mobile: 40kb) with a maximum load of 15 files
- Host-initiated sub-load: 1mb (mobile: 300kb)
- Video User-initiated load: 1.5mb (15 seconds max.)
  2.2mb (30 seconds max.)

CLICK-TRACKERS:

- 3 max. per creative
- Click trackers must be allocated to individual click-throughs within the ad, should this be required, AdOps must receive a full list of tracking IDs and the relevant assets to which they should be implemented.

IMPRESSION PIXELS:

- 3 max. per creative

PLEASE BE AWARE:

- Pixels accepted for impression and viewability tracking.
- Travel Span does not allow the use of data collection pixels.
- Blocking tags and retargeting/ remarketing cookies are not accepted across the Travel Span portfolio.
- Ad safety monitoring requirements must be declared at time of booking.
- Tags must be live throughout the duration of the campaign.

FILE FORMATS THAT CAN BE UPLOADED INTO THE FOLLOWING FORMATS

- MP4 (video format)
- MOV (video format)
- JPG (static-image format)
- PNG (static-image format)

THIRD PARTY TRACKING REQUIREMENTS:

All tracking must be provided to AdOps for QA and implementation 3-5 working days in advance of the campaign start-date.
ADDITIONAL INFORMATION:
- Sound must be user-initiated
- Video Duration - Recommended: 15s, Maximum: 30s.
- Infinite loop
- Expansion is not permitted under any circumstance

ASSET DEADLINE
Assets must be received 3-5 working days in advance of the campaign start-date to allow for full set-up and testing.

GALLERY INTERSTITIAL

PUBLISHER HOSTED:
- 1000px x 600px
- Desktop only
- Expansion not permitted

STANDARD:
- JPEG static image
- Must not exceed 95kb file weight

VIDEO
- MP4 (HD Resolution)
- Recommended: 15 secs, Maximum: 30 secs
- Max Loops: 3
- Sound must be user initiated

THIRD PARTY HOSTED:
- 700px x 400px
- Desktop/Mobile/Tablet
- Expansion not permitted

STANDARD:
- JPEG static image
  - Must not exceed 95kb file weight

VIDEO
- MP4 (HD Resolution)
  - Recommended: 15 secs, Maximum: 30 secs
  - Max Loops: 3
  - Sound must be user initiated
TOPIC SPONSORSHIP - Price on Application
BRANDED CONTENT SOLUTIONS - Price on Application
BRANDED CONTENT ARTICLE - Price on Application

EXECUTIVE INTERVIEW RATE & SPECS

KEY BENEFITS
1. Increase brand awareness and discovery
2. Showcase your property to the travel trade / corporate houses - for Hotels/Resorts, private previews
3. Showcase your destination - for Tourism Bodies
4. Inform travel trade professionals of key points of interest and product differentiation
5. Inform travel trade professionals of emerging trends and exciting new announcements
6. Personal brand building

WRITTEN INTERVIEW - Rs.75,000/- $US 1250/-
VIDEO BLOG — Rs.150,000/- $US 1,950/-
JOBS ADVERTISING

Finding the right people is critical for your business. By using Travel Span print and online products, separately or together, you’re able to get the right candidates quickly and cost effectively.

JOB ADVERTISING PACKAGES

Print and online package from:
- Rs. 70,000/- | € 1300/- | US$ 1600/-
- This includes Half page advertisement in Travel Span and a featured job ad on www.travelspan.in

Online only package from:
- Rs. 30,000/- | € 375/- | US$ 480/- per month
- Find out more information about advertising your recruitment vacancy with us at www.travelspan.in

ADVERTISING CONTACTS

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