



Digital Specifications.

All advertising **MUST** adhere to [The Urban List's Advertising Guidelines](#).

The Urban List accepts Run of Site Takeovers only, for all display advertising.

IMAGERY & PHOTOGRAPHY

All imagery and photography provided for site must adhere to the following requirements:

- Quality: high resolution (minimum 300 dpi)
- File size: Maximum 1MB
- Image size: Exactly 1,480px (width) x 972px (height)
- Format: JPEG, PNG, EPS or GIF

HTTPS

- We are a secure site, hence all tags / ads must be SSL compliant
- You can check your creative for SSL compatibility [here](#).

HTML5

- We follow standard DFP guidelines for HTML5 creative
- We encourage clients to keep creative sizes as small as possible to ensure positive user experience and quicker rendering
- You can preview and debug your HTML5 ad [here](#).
- We can accept HTML5 following four formats:

HTML5 CREATIVE FORMAT	CREATIVE FORMAT DESCRIPTION
3rd Party Tag	The HTML5 creative will be stored on a 3rd party server
DoubleClick Studio Creatives	A HTML5 creative will be directly pushed to your DFP network from DoubleClick Studio
DoubleClick Campaign Manager Tag	A HTML5 creative hosted by an advertiser/agency using DoubleClick Campaign Monitor
Self-Contained HTML5 Creative	A self-contained HTML5 creative in a single code snippet

FLASH

- We do not accept Flash files

MATERIALS

- Banners can be JPG, GIF or supplied via secure third party or DoubleClick tags
- Rich Media banners and URLs must be received 7 working days in advance of display. Standard banners in 5 working days.
- Our ad formats are in accordance with [IAB display guidelines](#).

STANDARD DESKTOP & TABLET DISPLAY

TYPE	DIMENSIONS (WXH, PX)	MAX FILE SIZE	FILE FORMAT	THIRD PARTY TAGS	BACK-UP GIF
Leaderboard	728 x 90	40kb (initial load); 60kb (polite load)	JPG, GIF, HTML5	<100KB	<40KB
Med Rec	300 x 250	60kb (initial load); 100kb (polite load)	JPG, GIF, HTML5	<100KB	<40KB

PREMIUM DESKTOP & TABLET DISPLAY

TYPE	DIMENSIONS (WXH, PX)	MAX FILE SIZE	FILE FORMAT	THIRD PARTY TAGS / IFRAME	BACK-UP GIF
Billboard / Masthead	1060 x 250	100kb (initial load); 150kb (polite load)	JPG, GIF, HTML5	<100KB	<60KB
Half Page	300 x 600	60kb (initial load); 100kb (polite load)	JPG, GIF, HTML5	<100KB	<60KB

STANDARD MOBILE DISPLAY

TYPE	DIMENSIONS (WXH, PX)	MAX FILE SIZE	FILE FORMAT	THIRD PARTY TAGS / IFRAME	BACK-UP GIF
Mobile Leaderboard	320 x 50	15kb (initial load); 25kb (polite load)	JPG, GIF, HTML5	<25KB	<15KB
Med Rec	300 x 250	60kb (initial load); 100kb (polite load)	JPG, GIF, HTML5	<100KB	<40KB

HIGH IMPACT PLACEMENTS

- The Urban List will provide a PSD template for your designers
- All skins should fade to a solid colour at edges
- Design must not conflict with look & feel of The Urban List website (see [Advertising Guidelines](#) for details)
- Click / impression tracking can be implemented on request

SKINS

TYPE	DIMENSIONS (WXH, PX)	FILE SIZE	FILE FORMAT	THIRD PARTY TAGS / IFRAME	BACK-UP GIF
Background Skin	1680 x 1200	<200KB	Static JPG	N/A	N/A

HTML5 STANDARD OTP

TYPE	DIMENSIONS (WXH, PX)	FILE SIZE	FILE FORMAT	THIRD PARTY TAGS / IFRAME	BACK-UP GIF
Expanding OTP	500 x 500	<40KB	JPG, GIF, HTML5	<100KB	<40KB
Leave Behind	300 x 250 or 300 x 600	<40KB	JPG, GIF, HTML5	<100KB	<40KB
Back up Image	300 x 250 or 300 x 600	<40KB	JPG, GIF, HTML5	<100KB	<40KB

NEWSLETTER DISPLAY

- Upper and lower leaderboard and MREC are sold as a Sponsorship.
- All banners must be received 7 working days in advance of display
- Please clearly indicate a clickthrough URL
- We require creative files for all newsletter advertising, and cannot serve third party tags

TYPE	DIMENSIONS (WXH, PX)	FILE SIZE	FILE FORMAT	THIRD PARTY TAGS / IFRAME	BACK-UP GIF
Leaderboard	600 x 90	<40KB	Static GIF	N/A	N/A
Half Page	300 x 600	<40KB	Static GIF	N/A	N/A
Med Rec	300 x 250	<40KB	Static GIF	N/A	N/A
Mobile Leaderboard	320 x 50	<15KB	Static GIF	N/A	N/A

NEWSLETTER SOLUS EDM

- Solus emails will be bespoke, and fully designed and created by The Urban List
- All solus emails must adhere to The Urban List's [advertising guidelines](#).
- Please clearly indicate a clickthrough URL

VIDEO ADVERTISING

For standard video, please provide your file to the following specifications:

- Resolution: max 1920*1080 – min 640*360
- Maximum file size: 20MB
- Video formats: mov, flv, mpeg4, avi, etc
- Length: 30 sec max (additional technical fee for ads > 30 sec)
- Aspect ratio: 16:9 (4:3 not recommended)
- Codec: any Video Codecs format, exempt: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE
- Sound: on

For vast compliant, please provide your file to the following specifications:

- Maximum creative size hosted by agency: 15MB max - (5MB: recommended)
- Resolution: max 1920*1080 – min 640*360
- Video formats: flv, mpeg4, avi, etc.
- Accepted Codec: any video codecs format
- Non-accepted Coded: mov, ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE
- Length: 30 sec max recommended - in order to ensure higher CR
- Aspect ratio: 16:9 (4:3 not recommended)
- Sound: on

Notes: Please provide a URL redirection (click command)

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VIDEO ADVERTISING

Expanding OTP

- Creative must have a min. 20% opacity. Opacity may vary across the network, depending on the city
- Auto expands on page load and has a duration of 7 seconds before auto closing.
- Must be frequency capped to once per user per day.
- OTP must contain a visible 'Close' button (min. dimensions 30 x 30, with the 'x' symbol, of a contrasting colour to the background) in the top right hand corner.
- OTP must be positioned 50% of browser height and 50% of browser width.
- Can contain audio and/or video content.

Leave Behind

- Can replay the Expanding OTP on user initiation.
- Cannot contain audio and/or video content.

Z-index

- To avoid issues with navigation menus, please ensure the z-index value in your creative template is above 1001000 for Standard OTPs.

Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call
- Tap to Tweet
- Tap to Facebook Share
- Tap to Email
- Tap to SMS
- Tap to Add to Calendar

SUPPORTED BROWSERS AND DEVICES

If ad served by The Urban List

<https://support.google.com/richmedia/answer/138582?hl=en-GB>

For 3rd party ad served creative, please refer to 3rd party vendor support matrix.



DELIVERABLES

This ad unit must be 3rd Party ad served. Refer to supported 3rd Party vendors listed below. Please reach out to your 3rd party vendor for the appropriate rich media template.

Please supply create a JPG/PNG/GIF images, accompanied with detailed storyboard if animation is required.

3rd Party click and impression trackers are also accepted. NOTE: we can only use 1x impression tracker per execution

CREATIVE SUBMISSIONS

Please send through creative to your Account Manager

Advanced Features and Tap Throughs may be subject to a production cost. Please contact your Account Manager for further details.

DOUBLECLICK

richmedia-apac@google.com

dfa-support@google.com

