



Advertising Guidelines.

These Guidelines apply to all advertisements and sponsored content served by or appearing on The Urban List, which includes www.theurbanlist.com, and all related properties, platforms and channels, and set forth standards that govern The Urban List's relationship with its advertising partners.

For us, trust and authenticity are everything, and if what we publish doesn't work for our readers, it doesn't work for us, or for our clients. Hence, we believe that establishing, publicly displaying, and adhering to these Guidelines is crucial to protecting the trust and transparency that should exist between a publication, its readers, and its advertisers.

We also know our audience and platform innately, and have built our brand on an expert understanding of and ability to create exceptional content-led marketing—we know how to achieve and deliver the best results for our advertising partners. We work exclusively with partners that trust in this, value our recommendations, and willingly adhere to these Guidelines.

SPONSORED CONTENT GUIDELINES

- All sponsored content will be written and formatted in a style and tone consistent with The Urban List Style Guide and at The Urban List Editor's discretion. Any deviations that are requested by the client will be at the Editor's discretion but are not guaranteed.
- All sponsored content must be clearly distinguishable from editorial content, so we do not betray our audience, and to fulfil legal requirements. The Urban List will label an advertisement with the word "Sponsored" or "In partnership with" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising (see product page for creative examples).
- Brand or product names will not be included in headlines, unless deemed natural and valuable to the reader by The Urban List editor, as this distracts from engagement and content performance. We reserve the right to change a headline post-publication to ensure the best result for that piece of content.
- Promotional slogans and ™ or R can be incorporated into the sponsored promotional box at the end of content. All other areas of content are subject to The Urban List's editor's discretion.
- Brand names or 'Calls to Action' will be included in sponsored content in a natural, unobtrusive manner, as determined by The Urban List Editor, and will only be included if it provides value to the reader and makes sense in the context of the content.
- Brand names will be linked to external web pages a maximum of once throughout the content.

APPROVALS

- A maximum of two rounds of approvals will be allowed for each piece and format of sponsored content. Any additional changes/requests will be charged to the client at a rate of \$348/hour.
- Clients must provide final approval at least 2 working days prior to scheduled publish dates.
- Delays caused by the client will result in the client's approval time being penalised and will not be deducted from The Urban List's creative schedule.
- Social media posts included to amplify editorial/video content will not be provided for approval. Clients can provide relevant imagery, hashtags and guidance on messaging, but inclusions will be at The Urban List Editor's discretion.
- Brand names will not be referenced in social media copy. Brand accounts can be tagged or hashtagged (on Instagram, Twitter etc) at The Urban List Editor's discretion and in collaboration with the client.

CONTENT SCHEDULES AND AVAILABILITIES

- Clients must adhere to the below schedule for all campaign inventory to guarantee placement of the publish dates set at the beginning of a campaign.
- Scheduled publish dates for content are required to fit within the content inventory caps in place, as set by The Urban List. Clients can request preferred content live dates but they are subject to availability.
- Content distribution timings across The Urban List's social media and email channels is entirely at The Urban List's discretion, and will be decided based on what we know will deliver optimum performance and results.
- Any scheduled publish dates that are missed due to not adhering to approval timeframes will be rescheduled to the next available time, dependant on inventory availability (this is applicable across all channels).

CLIENT EDITORIAL PROCESS	DUE BY
Client campaign brief completed <small>This must be provided to TUL with imagery / photography, as well as all requests for content inclusions such as hashtags, copy mandates, click through URL's, title, social handles, etc, for them to be considered for inclusion.</small>	10 days before publish date
First draft provided to client	7 days before publish date
Any requests / changes provided to TUL	6 days before publish date
Second draft provided to client	4 days before publish date
Any additional requests / changes provided to TUL	3 days before publish date
Final content preview link provided to client	1 days before publish date
Content published on site, and scheduled for distribution	Publish date

IMAGERY & PHOTOGRAPHY

- The Urban List does not accept brand logos on images, on any channel.



- While The Urban List will consider all provided imagery for use, any imagery used on any Urban List platform / channel must fit within our internal imagery style guide and will be approved at The Urban List Editor's discretion.
- The Urban List maintains final say on all imagery used and reserves the right to refuse imagery if it does not fit within the style guide requirements.
- 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

CAMPAIGN REPORTING

- Reporting expectations will be set and agreed upon by all parties at the beginning of every campaign. For any additional requests outside of the agreed Terms, The Urban List requires a minimum of 3 working days for completion.
- All clients will be provided with a comprehensive Campaign Report within 2 weeks of campaign completion. For campaigns exceeding \$100,000 in value, The Urban List will also provide a mid-campaign review.
- The Urban List maintains ownership of its data, and does not allow any third party tracking pixels in any of our content on site or posts across social media.
- For Facebook reporting we record Reach, Likes, Shares, Link Clicks, and Comments for every post.
- For Instagram reporting we record Likes and Comments for organic posts, as well as Reach and Link Clicks for sponsored posts.
- Any additional reporting, insights, data or analysis will be determined and agreed upon as part of the campaign proposal.

DISPLAY ADVERTISING

- The Urban List reserves the right to evaluate whether to work with advertisers on a case-by-case basis.
- The Urban List may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to The Urban List's brand, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within The Urban List for any period of time.
- All display and video advertising must adhere to our imagery requirements & specs, as determined by The Urban List Editor.
- Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations, and guidelines.
- The Urban List agrees not to publish advertising on sponsored content that we deem to be directly competitive with the client's brand. This decision will be made at The Urban List Editor's discretion.
- In the event that a client has a video within the body of their article on-site, The Urban List agrees not to run any video advertising on the page.

The Urban List's Digital Advertising Specifications can be viewed [here](#).

