



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
- All banners and URLs must be received 5 working days in advance of display
- 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

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)

