

URBAN MEDIA

TECHNICAL SPECIFICATIONS FOR MOBILE DEVICES



TECH SPECS

Website	MedRec formats*	Mobile Parallax
berlin-airport.de	x	
bvg.de	X	X
cicero.de	X	X
doodle.com	X	X
freitag.de	x	X
monopol-magazin.de	X	X
m.tagesspiegel.de	X	X
pnn.de	X	X
serienjunkies.de	X	X
twotickets.de	X	X
anwaltauskunft.de	x	X
sponacts.com	x	x
urbanite.net	x	x
weltkunst.de	x	x

*300x250, 300x150(2:1), 320x50(4:1), 300x50(6:1), 300x100(3:1)



CONTENT AD

THE CONTENT AD

- Banner sizes: 300 × 250, 320 x 50, 320 x 100 und 320 x 150 px
- File format: jpg, gif, png, static, animated max. 30 sec, loop is possible, no flash, max. 20 kB
- Characteristics: standard format which is integrated boldly in the content
- Identification: advertisement identification -w- placed visibly within one corner of the ad; high contrast font color, at least 9 pt. font size. If the ad identification should be missing, Urban Media reserves the right to integrate it itself
- 3rd party redirect: delivery of a 3rd party redirect is possible
- Delivery: please deliver all ad materials at least 3 working days before circuit schedule to: banner@urban-media.com. If your ad contains special formats we ask you to deliver them at least 5 days before circuit schedule



PARALLAX AD

THE PARALLAX AD

- Banner sizes: 320 x 416, 320 x 480
- File format: jpg, gif, png, static, animated max. 30 sec, Loop is possible, no flash, max. 40 kB
- Characteristics: when scrolling down the parallax ad appears within the page underneath the content. The ad stays firmly placed and the content starts overlaying the ad when scrolling
- Identification: per ad two advertisement identifications – above the ad with the content ending and underneath the ad with the continuing page content starting; identification in a white font on black; the ad identification –w- placed visibly within one corner of the ad; high contrast font color, at least 9 pt. font size. If the ad identification should be missing, Urban Media reserves the right to integrate it itself
- 3rd party redirect: delivery of an iframe redirect is possible
- Delivery: please deliver all ad materials at least 3 working days before circuit schedule to: banner@urban-media.com. If your ad contains special formats we ask you to deliver them at least 5 days before circuit schedule





THANK YOU!