

UCAS

# CLEARING SOLUTIONS 2023

PAID MEDIA GUIDELINES



# THANK YOU FOR CHOOSING TO ADVERTISE WITH UCAS.

Please read the following specification guidelines before submitting creatives to us.

All adverts and their content are subject to approval by UCAS.

## CREATIVE CHECKLIST:

- ▶ Please supply maximum of 5 creatives / formats for Subject package.
- ▶ Please supply maximum of 5 creatives per platform, including video, for 2-stage brand campaign and 2-stage multi-channel campaign.
- ▶ For 2-stage brand campaign, please only supply brand content. Subject specific content will not be accepted. Please supply video content for phase 1.
- ▶ For provider awareness campaign, please only supply brand content. Subject specific content will not be accepted.
- ▶ Please ensure all creatives are provided along with a completed Paid Media Creative Document, detailing ad copy and links, including relevant UTMs

## PLATFORMS FOR EACH CAMPAIGN:

### 2-stage brand campaign:

- ▶ Choose 2 platforms from: Facebook/Instagram, Snapchat and TikTok

### 2-stage multichannel campaign:

- ▶ Choose 2 platforms from: Facebook/Instagram, Google Display Network, Snapchat and TikTok

### Provider awareness campaign:

- ▶ Choose 1 platform from: Facebook / Instagram, Google Display Network and Snapchat (GDN is not possible for our SQA results day package)

### Subject campaign:

- ▶ Choose 1 platform from: Facebook/Instagram, Google Display Network or Snapchat



## FACEBOOK AND INSTAGRAM

### Carousel

- ▶ Image size: 1080x1080
- ▶ Image ratio: 1:1
- ▶ Best practice 3-6 carousel cards

### Single image

- ▶ Image size: 1080x1080
- ▶ Image ratio: 1:1

### Video

- ▶ Video length: 60 secs max, optimum under 30 secs
- ▶ Video ratio: 9:16 (stories), 4:5 (feed), 1:1 (feed)
- ▶ File Type: .mov or .mp4

### Text

- ▶ Primary text 125 characters
- ▶ Headline 25 characters
- ▶ Link description 30 characters
- ▶ Please supply URL, UTM or Tracking Link/tag.

## GOOGLE DISPLAY

- ▶ Google Display is not suitable for 2-stage brand campaign. Please provide at least 1 responsive display ad as well as 3 standard display ads.
- ▶ Format: GIF, JPG, PNG.
- ▶ Animation length: 30 secs or fewer, fewer than 5 frames per second (fps)
- ▶ Standard Display Sizes: 300x250, 320x50, 728x90, 120x600, 250x250, 300x600
- ▶ Responsive display: Short headline x 2: 30 characters
- ▶ Long headline x 1: 90 characters
- ▶ Description x 2: 90 characters
- ▶ Business name: 25 characters
- ▶ Image ratios x 2 of each: 1.91:1, 1:1
- ▶ Logo image ratios x 1 each: 4:1, 1:1
- ▶ File type: .png, .jpg
- ▶ Please supply URL, UTM or tracking link/tag
- ▶ (Optional for Responsive Display Ads) YouTube Video URL

## SNAPCHAT

- ▶ Image/video size: 1080x1920 pixels
- ▶ Image & video ratio: 9:16
- ▶ Length: 3 to 10 seconds
- ▶ Brand name: 25 characters
- ▶ Headline: 34 characters
- ▶ Please supply URL, UTM or Tracking Link/tag.

## TIK TOK

- ▶ Only brand video content will be accepted for this platform. TikTok is not suitable for Subject campaigns
- ▶ Aspect Ratio: 9:16
- ▶ Video Resolution: Must be greater than 540 x 960px
- ▶ File Type: .mp4, .mov, .mpeg, .3gp, or .avi
- ▶ Video length: 9-15 secs
- ▶ Profile Image: Aspect ratio - 1:1, file type - .jpg, .png, file size - smaller than 50kb
- ▶ Brand name: 2 - 20 characters
- ▶ Ad description: 1 - 100 characters (no emojis)
- ▶ Please supply URL, UTM or Tracking Link/tag.
- ▶ For Spark ad formats, a permissions link can be sent to the team for promoting existing posts from the client's TikTok account.

### Deadline: 14 June

Please contact Client Services and the Paid Media team with queries ([services@ucas.ac.uk](mailto:services@ucas.ac.uk) and [paidmedia@ucas.ac.uk](mailto:paidmedia@ucas.ac.uk)).

# UCAS