

Artwork specs

UCAS 2019 higher education exhibitions, including Scottish events



Exhibition date	Artwork deadline
February	14 January 2019
March	1 February 2019
April	1 March 2019
May	1 April 2019
June	1 May 2019
August	1 July 2019
September/October	1 August 2019

All printed artwork deadlines are determined by the date of the event.



Exhibition collateral adverts/enhanced listings	Specification
z-card event guide: available at all shell, and select campus events.	Full colour A6 advert.
A5 event guide: available at select campus events.	Full inner and back cover advert – 148mm (w) x 210mm (h). Internal full page – 128mm (w) x 180mm (h). Internal half page – 128 mm (w) x 85mm (h).
Enhanced listing in z-card event guide.	Logo as a 300dpi JPEG.
Enhanced listing in A5 event guide	<ul style="list-style-type: none"> • Logo as a 300dpi JPEG. • 20 words of content – if you use a statistic, you must reference it's source

Specification subject to change. Any changes will be communicated.

In-event collateral	Specification
Floor tiles (x five).	<ul style="list-style-type: none"> • 600mm x 600mm, 6mm bleed, full colour. • To be supplied as hi-res PDF. • One piece of artwork will be printed five times.
Hanging banner (above stand).	<ul style="list-style-type: none"> • Artwork to be supplied in hi-res PDF format for full digital print. • Double-sided vinyl banners – 2000 x 5700mm. Printed, four colours to both sides.
360-degree dome video.	<ul style="list-style-type: none"> • 2:1 ratio equirectangular file (or 16:9 if 2:1 is not available). • We can also accept full dome masters of 1200 x 1200. Below this will be upscaled and potentially be pixelated, above can be shown but will be downscaled to 1200 x 1200. • Resolution at least 2400 x 1200. Anything lower won't take full advantage of the projector, and may begin to appear slightly pixelated at the scale film is shown in the dome. • Sound, up to 5.1 channels, but standard stereo is accepted. • It should be no longer than 2m30s in length

Specification subject to change. Any changes will be communicated.

Please supply artwork for digital communications as soon as possible, and at least eight weeks prior to the event date, to ensure you get maximum exposure.



Pre-event email content (student-facing)	
<p>Pre-event emails:</p> <ul style="list-style-type: none"> • confirmation email • reminder email - one week to go • reminder email - one day to go 	<ul style="list-style-type: none"> • Title • Image – JPEG or GIF (246 x 246 pixels). • Text copy (up to 15 words). • Link copy (up to five words) with URL hyperlink. • Content needs to promote attendance at the stand, and the experience a student could expect.
<p>Pre and post-event solus emails.</p>	<ul style="list-style-type: none"> • Please refer to guidelines on ucasmedia.com.
Pre-event email content (adviser-facing)	
<ul style="list-style-type: none"> • reminder email - one week to go 	<ul style="list-style-type: none"> • Title • Image – JPEG or GIF (246 x 246 pixels). • Text copy (up to 15 words). • Link copy (up to five words) with URL hyperlink. • Content needs to promote attendance at the stand, and the experience a student could expect.

Digital display on ucas.com event page (available immediately)	
MPU advert on ucas.com.	<ul style="list-style-type: none">• JPEG or GIF (300 x 250 pixels)• Max. file size 400KB• Duration 15 seconds max. (for GIFs)• URL hyperlink
Pre-event SMS	
Please refer to guidelines on ucasmedia.com .	

Please ensure you supply artwork in the correct format, and by the required date to:

events@ucas.ac.uk

360-degree dome video to be supplied by wetransfer.com to events@ucas.ac.uk.

For more information on available marketing opportunities, and operational information, please refer to www.ucasmedia.com/content/exhibitions-2019

Kathryn Mean

Event Sales Manager

01242 544 645

k.mead@ucas.ac.uk

Rachel Lewis

Sponsorship, bespoke stands

01242 544 645

r.lewis@ucas.ac.uk

Sophie Orrell

Midlands, East, North, Scotland

01242 544 841

s.orrell@ucas.ac.uk