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# CLEARING 2021

Email guidelines



# THANKYOU

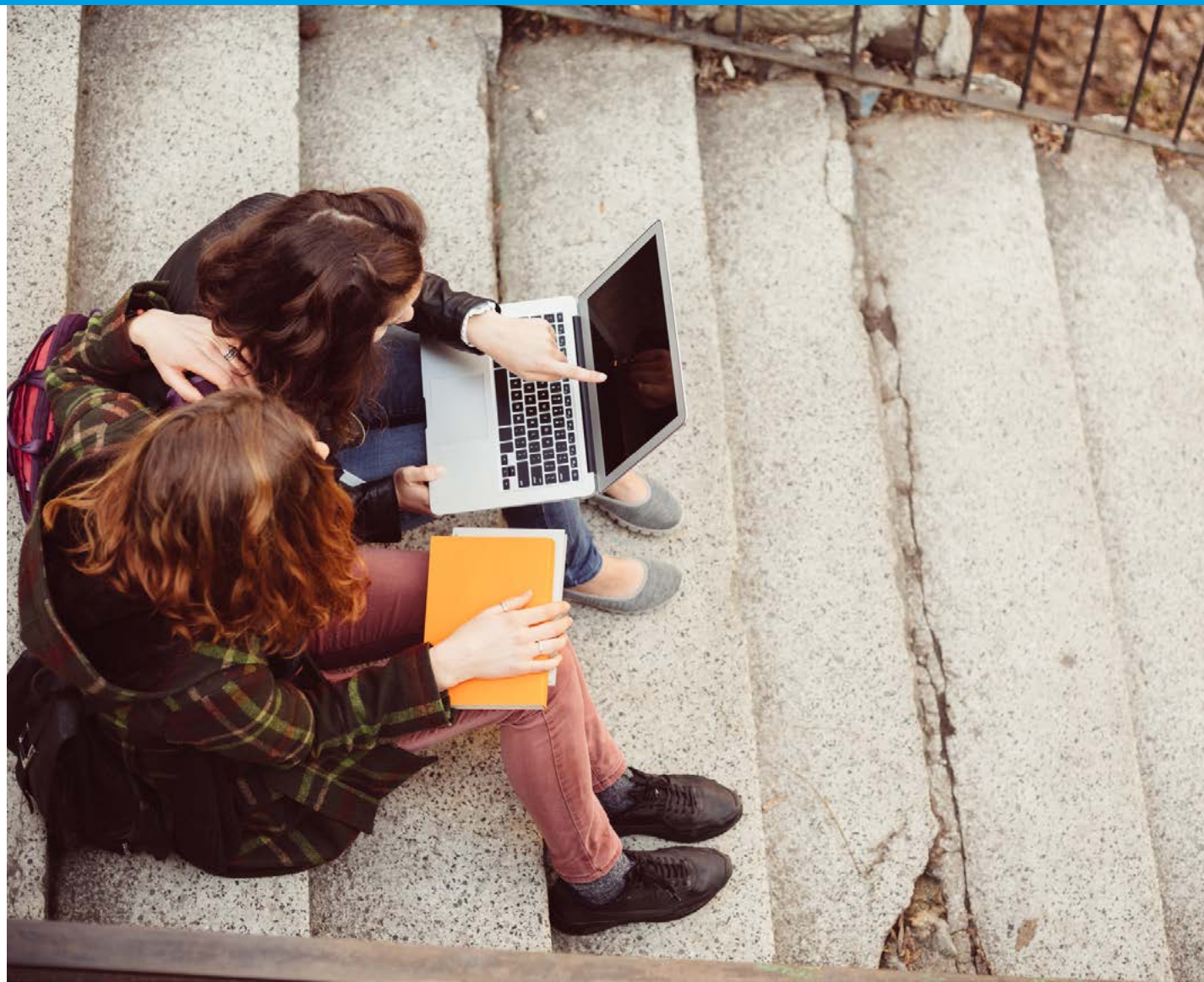
## Thank you for choosing to advertise with UCAS.

Please take the time to read the following email specification guidelines, before submitting your creative to us.

These guidelines contain the relevant information to help you build a suitable email creative.

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

3	Email specifications
4	Building responsive HTML code
5	Can't provide HTML?
6	Legal requirements
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# EMAIL SPECIFICATIONS

All creatives will be sent with our header and footer – this is a legal requirement. Responsive emails will require you to build this in yourselves.

The use of tracking cookies on UCAS' websites or products is prohibited

## Supplying your email HTML creative

### Things to include:

- > 600px wide creative
- > Inline styling
- > Fully hosted images (UCAS Media cannot host images on behalf of clients)
- > An email address to send a test to
- > A creative less than 75KB (incl. images)
- > Please ensure all your click trackers are included in the code
- > Ensure href attributes are contained within <a> </a> tags
- > Subject line and pre-header

### Things to avoid:

- > Styling should all be inline (only use CSS for general style elements, e.g. fonts / colours)
- > Any <div></div> tags
- > JavaScript
- > EMBED tags
- > Attributes in the BODY tag
- > Background images
- > Mapping and coordinate style coding
- > Hexadecimal links on URLs
- > Video and PDF files

## Deadline

Please send your creative **two full working weeks** before the scheduled send.

Translations for creatives in a foreign language can take up to a week longer than usual so please send these **three full working weeks in advance**.

Do not rely on external (<link rel="stylesheet">) or embedded style sheets (those contained within the <style> tag above the <body> tag). Many email services cut everything above the body tag, and disable external style sheets.



# BUILDING RESPONSIVE HTML CODE

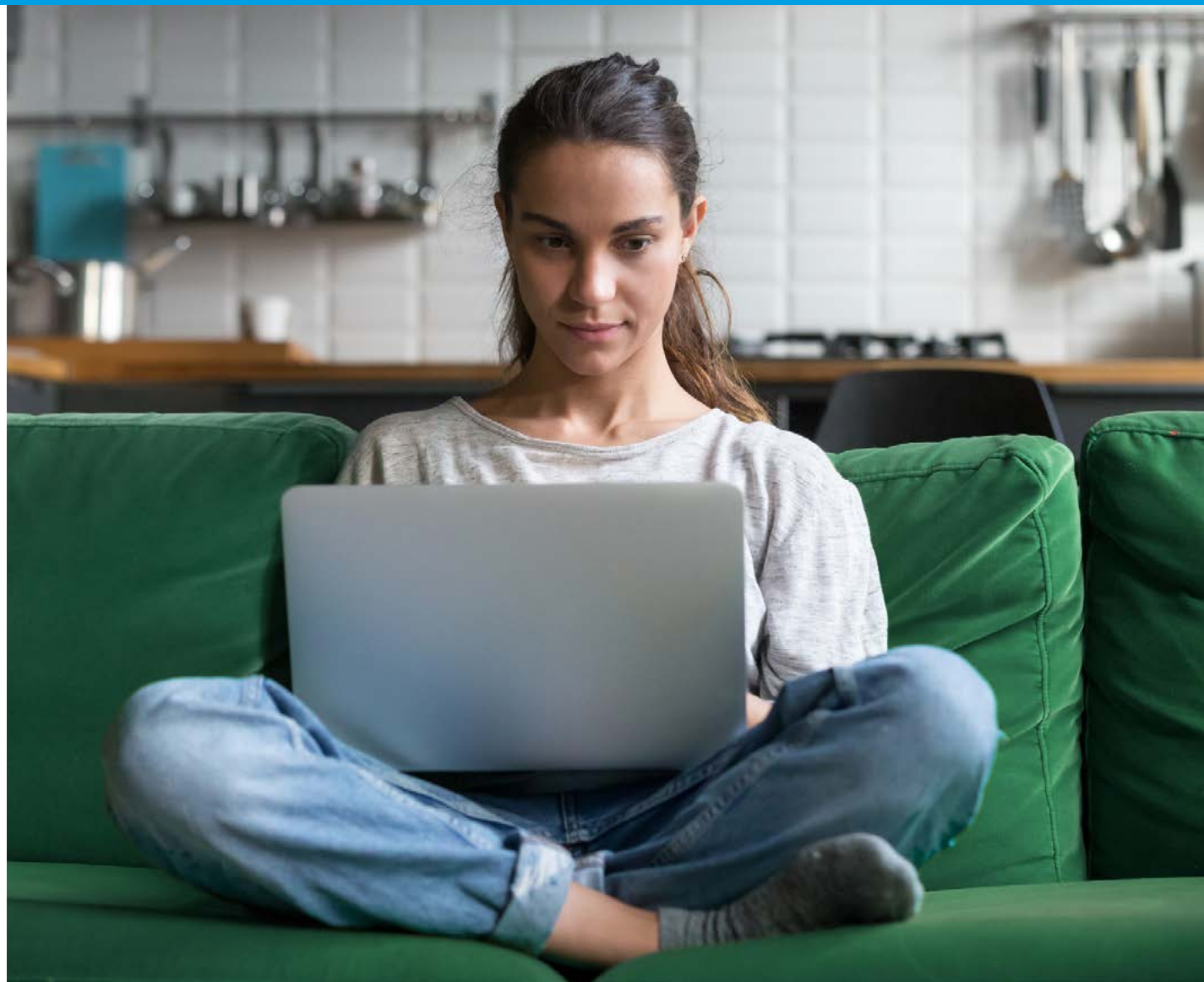
If you are using media queries to build a responsive HTML email, please build our standard UCAS Media header and footer into your HTML (download links below). Unfortunately, this is not something we can implement for you due to the risk of breaking your code.

Both header and footer need to be on a white background, and for the text to be left aligned. Please do not copy and paste your code into the template.

## **Generic Clearing header and footer**

## **Applicant accommodation header and footer**

Please contact your account manager for more information before supplying creatives of this type.



# CAN'T PROVIDE HTML?

If you're unable to provide an HTML email, UCAS Media offers a choice of five mobile responsive templates (examples below). Please note, there is no flexibility to amend the layout, and these designs are fixed.

All assets need to adhere to the template of your choosing – i.e. the images must be provided in the sizes specified below.

[One column](#)

[Two columns](#)

[Two columns alternate](#)

[Three columns](#)

[Large hero template](#)



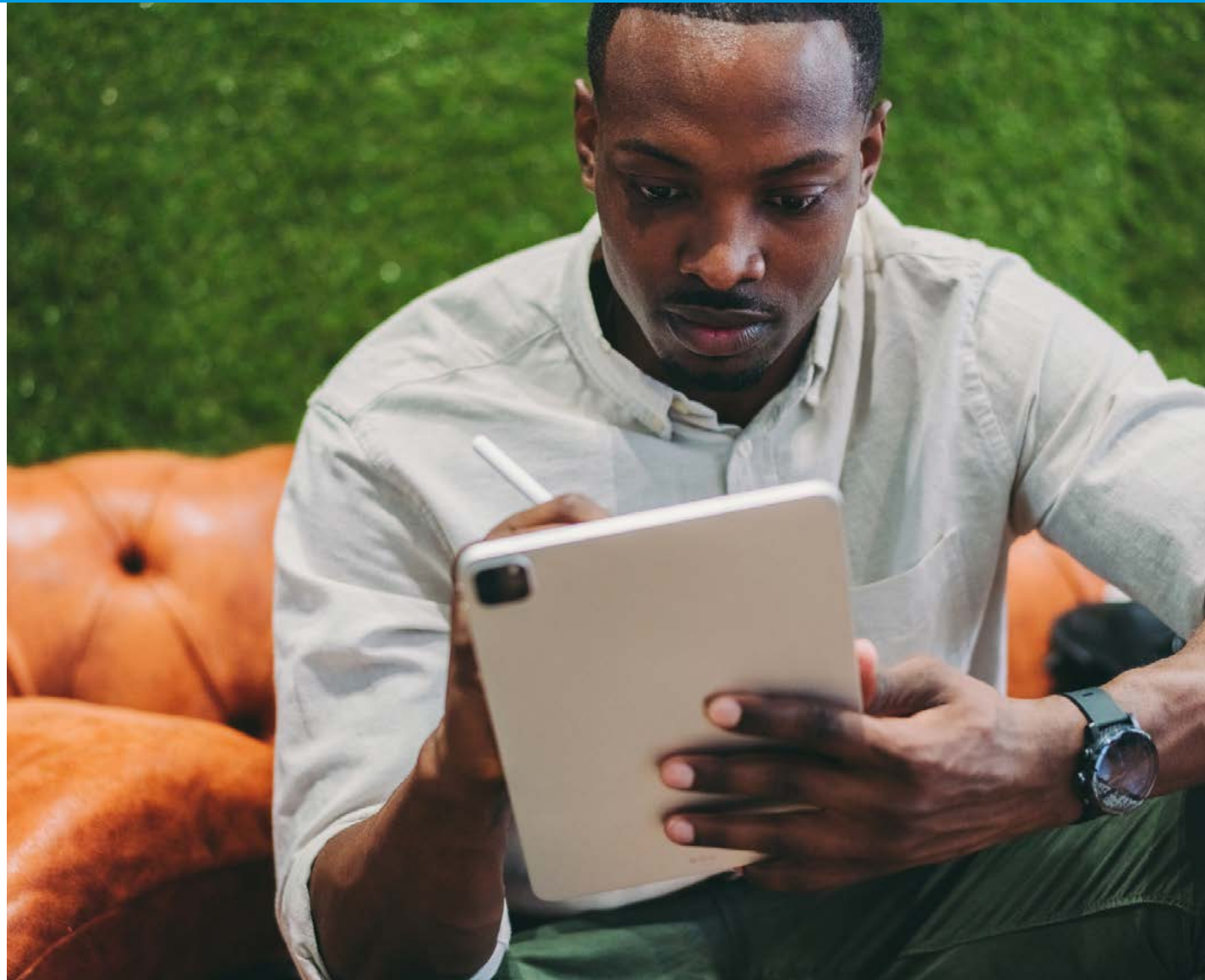
# LEGAL REQUIREMENTS

## Our introduction

We are legally required to state who we are sending the email on behalf of. Your company name will be added into our introduction – i.e. 'This email comes from UCAS Media and is an advertising promotion for [INSERT CUSTOMER], that we hope you find of interest.'

## Opt out script

Your creative will be sent from the relevant UCAS Media sender address (determined by the preferred target audience), and will sit above a standard opt out message. This opt out is linked to a UCAS Media suppression list. You are, therefore, not required to provide an opt out link of your own. We will actively remove this to avoid confusion for the recipient, and any breach of DMA guidelines.





# IMPORTANT INFORMATION

**We would not recommend the use of all image creative, as this may be flagged as spam. Images may also be blocked, which would impact the look of the email. Please be aware that spam filters may be triggered when specific words and phrases are used in the body or subject line.**

**Examples of what to avoid:**

- > 'Money back'
- > 'Cards accepted'
- > 'Removal instructions'
- > 'Extra income'
- > '000'
- > '£'
- > 'For free'
- > Capitalised subject lines

Content must not contain messages or images that are (or could be perceived to be) offensive, or relating to sex, violence, drugs, gambling, and alcohol. UCAS Media will not distribute content that is deemed to be inappropriate for any reason (not limited to those listed), or is deemed to adversely affect the UCAS Media spam score, with the final decision at the discretion of UCAS Media.

Please note, translations for creatives in a foreign language can take up to a week longer than usual.



# CHECKLIST

Please consider the following questions before submitting your creative:

- > 'If your code is responsive, have you implemented **our header and footer**?
- > 'Have you included a **subject line and a pre-header**?
- > 'Is the creative appropriate?
- > 'Are your images hosted and fully referenced in the HTML?
- > 'Have tracking links been implemented?
- > 'If we are **building your email**, tell us which template you want to use, and make sure you send us all the assets (including links).

Creative consultation is available – please speak to your account manager.

Campaign reports will be generated five working days after send. These can be requested from your account manager.

**If you have any queries, please contact:**

UCAS Media Ad Operations Team

**adops@ucas.ac.uk**

