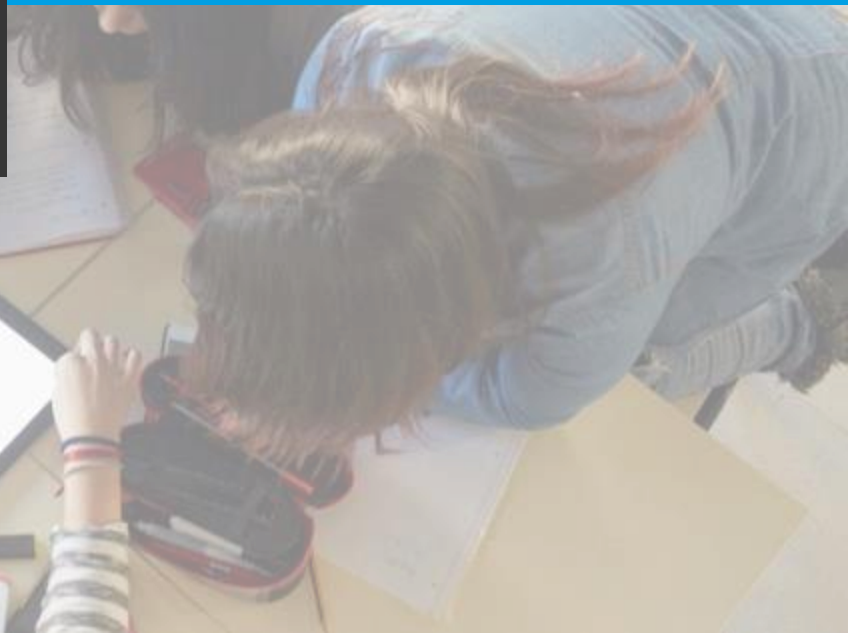


Email guidelines

UCAS Media

Version 1.0



Thank you for choosing to advertise with UCAS.

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

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

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

Email specifications

When supplying your HTML email creative, your artwork will be placed within our standard [UCAS Media template](#).

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

Supplying your email HTML creative	
Please include	Don't include
600px wide creative	Styling should all be inline (only use CSS for general style elements i.e. fonts/colours)
Inline styling	DIV tags
Fully hosted images (UCAS Media cannot host images on behalf of clients)	JavaScript
An email address to test to	EMBED tags
A creative less than 75kb (incl. images)	Attributes in the BODY tag
All tracking and click tags included as part of HTML (UCAS Media will not accept these separately)	Background images and colours
"href" attributes in conjunction with any <>/a> tags	Mapping and coordinate style coding
Subject line	Hexadecimal links on URLs

Please be aware that HTML support varies across different email providers. For a guide to what is supported, please see www.campaignmonitor.com/css/.

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). This is to ensure that we don't break any responsive elements of your code once it's added into our standard header and footer template.

Our header code needs to be added under your responsive code. Both header and footer need to be on a white background and for the text to be left aligned.

Applicant / PAD / Clearing header and footer:

http://image.email.ucas.com/lib/fe9313727165007577/m/1/UCAS_Applicant_template.html

Extra 2017 header and footer:

http://image.email.ucas.com/lib/fe9313727165007577/m/1/UCAS_Extra16_template.html

Applicant Accommodation header and footer:

http://image.email.ucas.com/lib/fe9313727165007577/m/1/UCAS_Applicant_Accom_template.html

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

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 in order to avoid confusion for the recipient and any breach of DMA guidelines.

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. *Please see the below information from ... that we hope you find of interest.*



Can't provide HTML?

If you're unable to provide HTML email, UCAS Media offers a choice of three 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.

<http://image.email.ucas.com/lib/fe9713727663067e75/m/3/UCAS+Media+Applicant+1+col.html>

<http://image.email.ucas.com/lib/fe9713727663067e75/m/3/UCAS+Media+Applicant+2+col.html>

<http://image.email.ucas.com/lib/fe9713727663067e75/m/3/UCAS+Media+Applicant+3+cols.html>



Messaging and content

We would not recommend the use of all image creative, as this may be flagged as spam. 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 include:

'Money back'

'Cards accepted'

'Removal instructions'

'Extra income'

'000'

'£'

'For free'

Capitalised subject lines

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

In case of any queries, please contact:

UCAS Media Ad Operations Team

adops@ucas.ac.uk