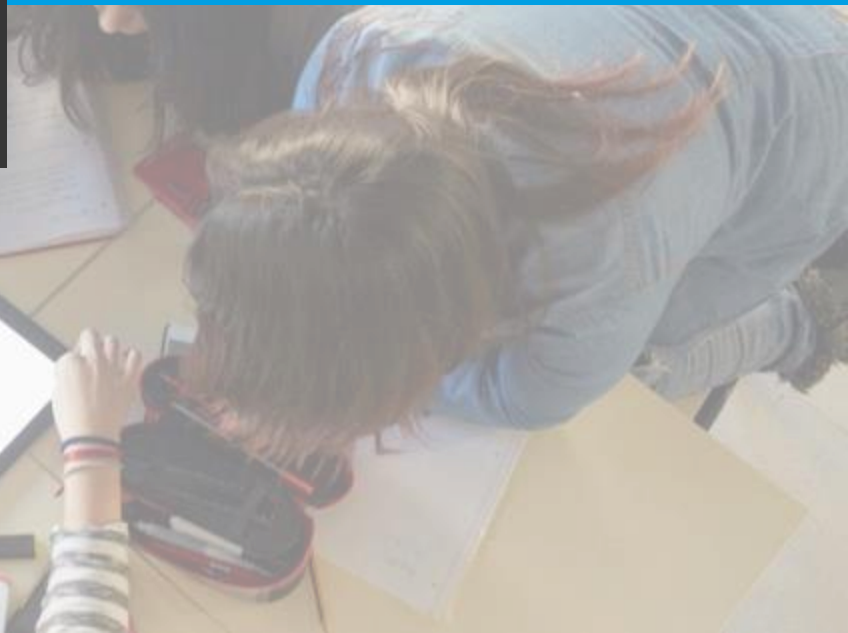


# Newsletter guidelines

UCAS Media

Version 1.0



Thank you for choosing to advertise with UCAS.

Please take the time to read the following email newsletter 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.

# Newsletter specifications

Please supply your content as a JPEG or GIF and accompanying copy with associated URLs.

All email content will be subject to approval by UCAS and UCAS Media.

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

- All advertising placements require an accompanying URL. Please avoid using long hexadecimal sequences in URLs.
- One URL per image and one URL per accompanying advert copy.
- Accepted image file types: JPEG and GIF

Please note:

- All artwork must be provided as either a static JPEG or GIF.
- We are unable to add tracking pixels to newsletters on behalf of clients.
- We are also unable to use animated GIFs in our newsletters.



## Advert specifications

Audience type	Advertising options	Specifications
Advisers	MPU	Width 300 pixels by height 250 pixels
International advisers	Banner ad	Width 600 pixels by height 120 pixels
Parents	Four x MPU slots with 25 words of copy	Width 300 pixels by height 250 pixels
UG applicants	Multiple content blocks within communications journey – including image, copy and link	Image (Width 300 pixels by height 250 pixels) Title and text copy (up to 15 words) Link copy (up to 5 words) url hyperlink
UG pre-applicants	Multiple content blocks within communications journey – including image, copy and link	Image (246 pixels by 246 pixels) Title and text copy (up to 15 words) Link copy (up to 5 words) url hyperlink
Progress learner	Three x mini ad slots with accompanying 25 words	Width 300 pixels by height 250 pixels
	MPU slot with accompanying 50 words	Width 120 pixels by height 90 pixels

## 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](mailto:adops@ucas.ac.uk)