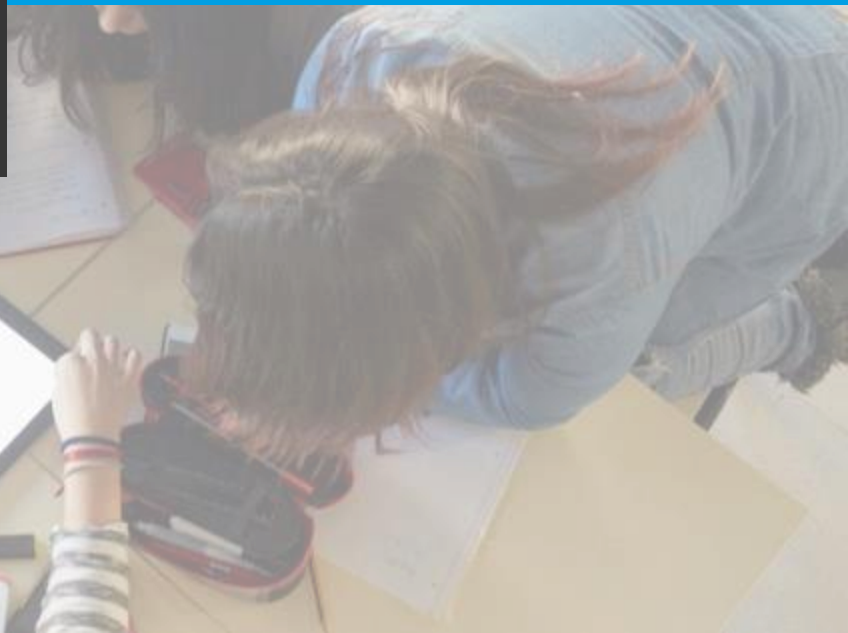


Display Guidelines

UCAS Media

July 2018



Hello!

Thank you for choosing to advertise with UCAS.

Please take the time to read the following display specifications, before submitting creative to us.

These guidelines contain the relevant information to help you build a suitable creative to go live on our website.

The UCAS Creative Acceptance Policy (CAP) which is designed to ensure consistently high standards of advertising across all UCAS Media properties and platforms and as such all adverts and their content are subject to approval by UCAS.



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- Rules & Best Practices
- Platforms
- IAB Formats
- Sponsored Content Links
- Video Wall
- Important Information
- Brand Safety Policy



UCAS
Media

Rules & Best Practices

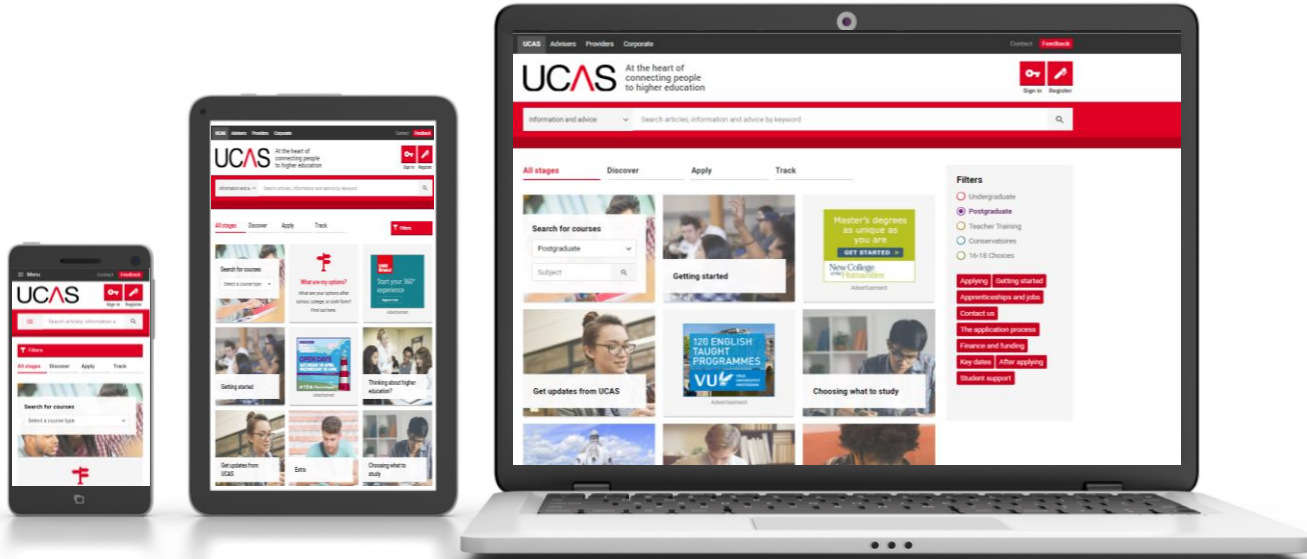
Creatives must:

- Be crisp and clear, no blurred images, logos or text through incorrect logo, typeface, or colour usage
- All sound must be user click activated
- Click into a new Window

Creatives must not:

- Contain any type of alcohol/drugs/nudity/gambling/racism/profanity
- Link to competitors websites or contain any reference to competitors
- Devalue the UCAS website/brand
- Download/upload/install or copy any software/programs/data
- Exceed our specifications
- All creatives with white / transparent backgrounds must feature a 1 pixel border (grey [#666666] or black recommended, though any color that clearly distinguishes the ad from the content may be used).

Platforms



IAB FORMATS

At UCAS.com we offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines with regards to these.

The MPU (300x250) runs across UCAS.com and within Track.com across Desktop and Mobile Web

The Leaderboard (728x90) runs on the Track.com Homepage across Desktop

The Sky (160x600) runs within Search.com across Desktop

The Mobile Banner (320x50) run within Search.com

Ad Unit	MPU	Leaderboard	Sky	Mobile
Dimensions	300x250	728x90	160x600	320x50
Files Accepted	3 rd Party Tags /JPG/PNG/GIF	3 rd Party Tags /JPG/PNG/GIF	3 rd Party Tags /JPG/PNG/GIF	3 rd Party Tags /JPG/PNG/GIF
Animation /Looping	Duration 15secs Max 3 loops	Duration 15secs Max 3 loops	Duration 15secs Max 3 loops	Duration 15secs Max 3 loops
Frame Rate	24 FPS	24 FPS	24 FPS	24 FPS
Video	Yes	Yes	Yes	Yes
Max File Size	400KB	400KB	400KB	400KB
Lead Time	3 Days	3 Days	3 Days	3 Days

Sponsored Content Links

These run across the UCAS.com pages.

Please see below for the guidelines on what to supply in regards to this format.

Type		
Sponsored content links	Thumbnail	100x100 Static only – JPG/GIF/PNG only Please supply ALT text for the image
	Click URL	Please provide a working click-through URL
	Description	40 characters (incl. spaces)

Video specs

For best results, there are our recommended video specifications:

Video Formats	File Size	Video Run Time	Aspect Ratio	Frame Rate	Caption Files
All formats except RMVB & DivX	1GB max	Min: 20 Sec Max: 600sec	16:9 or 4:3	5 to 6000kb/s	WebVTT (web video text tracks)

Video upload instruction

Instruction to upload video's to our Video wall can be found here:

https://www.ucasmedia.com/sites/default/files/ucas_-_connect_video_channel_-_advertiser_video_upload_instructions.pdf

IMPORTANT INFORMATION

Delivery Deadlines

As referenced in the earlier specification page the creative deadline for UCAS to be received is three working days. This is to ensure that creative match the specification required whilst giving the ad operations team to time QA the creative appropriately.

Third Party Tags

Third party creative must not be amended once put live on the site without prior approval and agreement from the AdOps team. Geo capping and frequency caps are not supported when implemented by the third party side.

Third Party Tracking

We accept third party click tracking for all formats and third-party impression tracking for all formats. Please note that if you have supplied third-party tracking, there may be a discrepancy between our ad server stats and your data. IAB's discrepancy tolerance is +/-10%.

Third Party Data Reports

Please ensure that daily automated reporting is set up and send daily to adops@ucas.ac.uk and to the specific account manager. This will ensure that should there be a discrepancies this can be actioned in a timely and accurate manner.

Brand Safety Policy

UCAS is the Universities and Colleges Admissions Service holding the largest verified student database in the UK and we take brand safety very seriously. To help us achieve this we have stringent internal procedures and policies that are implemented alongside using relevant technologies and have been independently verified by various 3rd parties that enable us to adhere and execute these.

All digital advertising campaigns are managed by our highly experienced in house Ad Operations team. All advertising on our owned and operated sites are placed in brand safe, high quality environments delivered using market leading technology.

Advertising placed offsite on third party websites are delivered against strict white and black lists which are verified before any campaign is delivered on these. We use IAS pre-bid ad verification tools to ensure ads are displayed in a brand safe environment. We exclude all user generated content alongside excluding all in-video advertising formats when delivering offsite campaigns.

In the unlikely event that an advert appears against content deemed inappropriate UCAS will remove the advert within no more than 4 hours and work alongside the relevant personal to remove or rectify the remaining campaign activity without charge to the client.

UCAS support the Coalition for Better Advertising's Better Ads Standards and do not use any of the 12 formats identified as providing a bad user experience. For more information, please visit the Coalition's site [here](#).