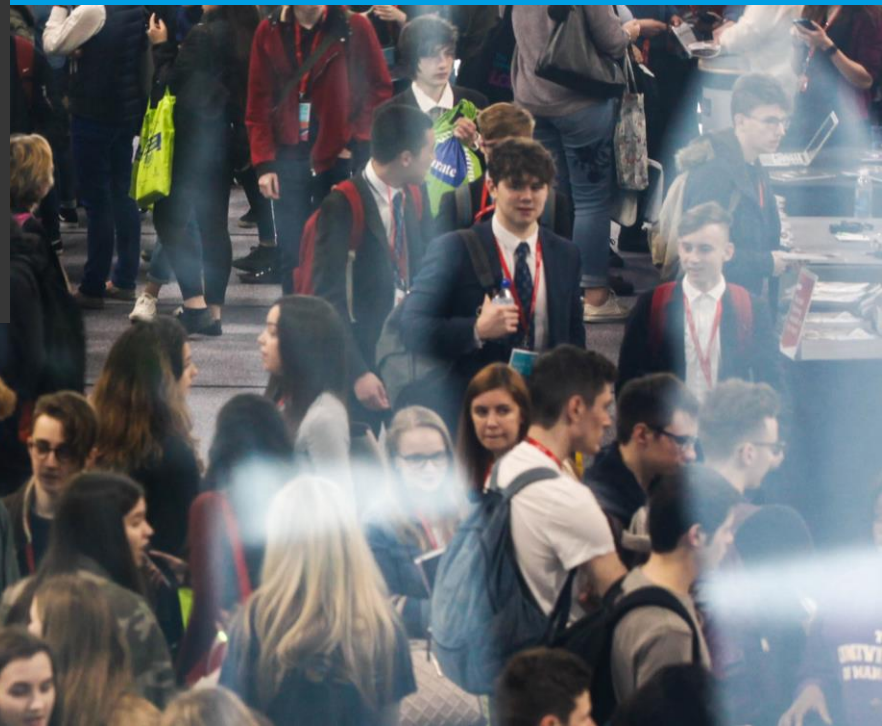


# Artwork specs

UCAS higher education exhibitions





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

Exhibition date	Artwork deadline
February	15 January 2018
March	1 February 2018
April	1 March 2018
June	1 May 2018
September	1 August 2018

Exhibition collateral adverts/enhanced listings	Specification
Shell events: A6 learner advert in event guide	Full colour A6 advert
Campus events: printed exhibition guides	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 on floor plan for shell events	Logo as a 300dpi JPEG
Enhanced listing within exhibitor listing at campus events	Logo as a 300dpi JPEG and 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 (x5)	600mm x 600mm, full colour. Artwork to be supplied as hi-res PDF with 6mm bleed and 4mm crop marks. One piece of artwork will be printed 5 times.
Hanging banner (above stand)	Double sided vinyl banners – 2000 x 5700mm. Artwork to be supplied as hi-res PDF with 6mm bleed and 4mm crop marks. Printed, four colours to both sides.
360 degree dome video	<p>2:1 ratio equirectangular file (or 16:9 if 2:1 is not available). We can also accept fulldome 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</p> <p>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</p> <p>Sound, up to 5.1 channels, but standard stereo is accepted</p> <p>It should be no longer than 2m30s in length</p>



Hanging banners

Specification subject to change. Any changes will be communicated.





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

Pre-event email content (learner-facing)	
Advert on ticket	<ul style="list-style-type: none"> <li>JPG (300 x 250pxls)</li> </ul>
Pre-event emails: <ul style="list-style-type: none"> <li>booking confirmation</li> <li>one week to go</li> </ul>	<ul style="list-style-type: none"> <li>Title</li> <li>Image – JPG or GIF (246 x 246 pixels)</li> <li>Text copy (up to 15 words)</li> <li>Link copy (up to five words) with URL hyperlink</li> <li>Content needs to promote attendance at the stand, and the experience a student could expect</li> </ul>
Post-event email	
Pre and post-event solus emails	<ul style="list-style-type: none"> <li>Please refer to guidelines on <a href="https://ucasmedia.com">ucasmedia.com</a></li> </ul>
Pre-event email content (adviser-facing)	
<ul style="list-style-type: none"> <li>Booking confirmation</li> </ul>	<ul style="list-style-type: none"> <li>JPG (300 x 250pxls)</li> </ul>
Digital display on <a href="https://ucas.com">ucas.com</a> event page (available immediately)	
MPU advert on <a href="https://ucas.com">ucas.com</a>	<ul style="list-style-type: none"> <li>JPG or GIF (300 x 250pxls)</li> </ul>
Pre-event SMS	
Please refer to guidelines on <a href="https://ucasmedia.com">ucasmedia.com</a>	

Please ensure you supply your artwork in the correct format. Please supply all artwork by the required date to:

[events@ucas.ac.uk](mailto:events@ucas.ac.uk)

01242 544 701

360 degree dome video to be supplied by wetransfer.com to [p.macmahon@ucas.ac.uk](mailto:p.macmahon@ucas.ac.uk).

For more information on the marketing opportunities available, as well as operational information, please refer to [www.ucasmedia.com/content/exhibitions-2018](http://www.ucasmedia.com/content/exhibitions-2018).

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