

# EMAIL GUIDELINES



Thank you

## 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 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	Legal requirements
6	Can't provide HTML?
7	Important information
8	Checklist



## EMAIL SPECIFICATIONS

When supplying your HTML email creative, your artwork will be placed in our standard UCAS Media template.

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)
- > All tracking and click tags included as part of HTML (UCAS Media will not accept these separately)
- > 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, i.e. 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
- > Image only emails

Please be aware that HTML support varies across different email providers. For a guide to what is supported, please see [www.campaignmonitor.com](http://www.campaignmonitor.com).

Please send your creative five full working days before the scheduled send. Please note that deadlines for email sends in the Clearing period may differ.

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 we don't break any responsive elements of your code once it's added into our standard header and footer template.

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.

[Applicant/PAD/Clearing header and footer](#)

[Extra 2019 header and footer](#)

[Applicant accommodation header and footer](#)

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





## 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. Please see the below information from ... 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.

## 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.

[One column](#)

[Two columns](#)

[Three columns](#)





## IMPORTANT INFORMATION

**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.**

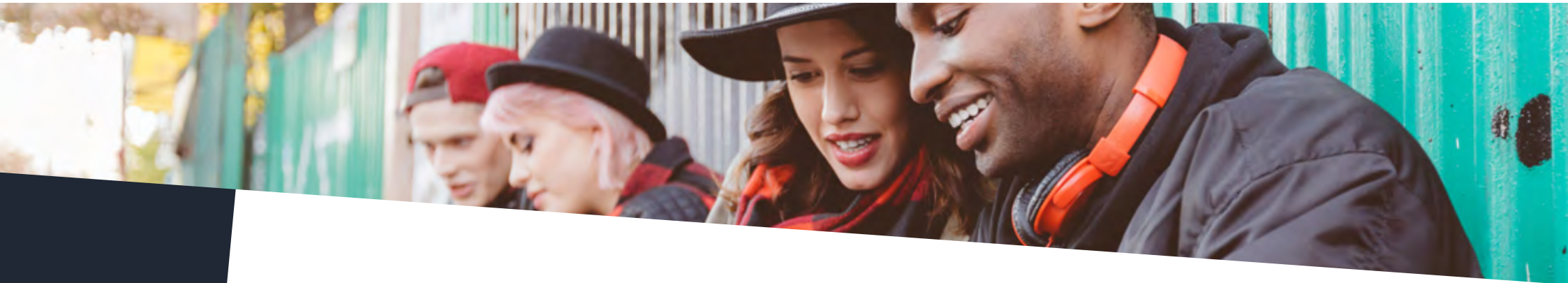
### Examples of what to avoid:

- > '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 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.

Translations for creatives in a foreign language can take up to a week longer than usual.





## CHECKLIST

Please ensure you have considered 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 client partner.

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

**In case of any queries, please contact:**

UCAS Media Ad Operations Team

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