



SMS GUIDELINES

UCAS Media – Version 1.0

Thank you for choosing to advertise with UCAS.

Please take the time to read the following SMS specification guidelines, before submitting content to us.

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

Please ensure the message content displays your institution/company name, and does not imply the message is from UCAS. These messages are sent on behalf of customers to our vast database, where this needs to be clearly stated.

SMS Specifications

Character count available per SMS			
UK/ international	UCAS intro text	Client message	UCAS opt out text
UK	10	94	34
International	10	87	41

UCAS introduction text

An introduction from UCAS will read 'SPONSORED' and count as 10 characters of the message. This introduction will be used as standard for all messages and cannot be changed.

Your message

You can provide up to 94 or 87 characters of copy (inclusive of spaces).

Client URL: One client URL can be provided to accompany the SMS copy. Whatever the length of this URL, our SMS platform will shorten it to form a bit.ly link. This will be done as standard for all URLs provided. We are unable to use vanity links.

UCAS opt out text

UCAS must supply an option to unsubscribe or opt out from text messages: **'To opt out text UCASSTOP to #####'** will be used at the end of each SMS. This is standard for all campaigns.

Example SMS

Sponsored

(94 characters, client copy)

(Client URL, bit.ly link)

To opt out text UCASSTOP to 60115 (or for INTL 447537416454)

**IN YOU HAVE
ANY QUERIES,
PLEASE CONTACT:**

**UCAS Media Ad
Operations Team at
adops@ucas.ac.uk.**