
PAID MEDIA CLEARING SPECIFICATIONS

THANK YOU FOR CHOOSING TO ADVERTISE WITH UCAS.

Please read the following specification guidelines before submitting creatives to us.
All adverts and their content are subject to approval by UCAS.



CREATIVE CHECKLIST:

- > Please supply a maximum of two creatives for email retargeting bookings for Facebook, Instagram or Snapchat
- > Please supply a maximum of three creatives for subject retargeting bookings for Facebook, Instagram or Snapchat
- > Please supply a minimum of three creatives for all Google bookings

FACEBOOK AND INSTAGRAM

Carousel

- > Image size: 1080x1080
- > Image ratio: 1:1
- > Best practice 3-6 carousel cards

Single image

- > Image size: 1080x1080
- > Image ratio: 1:1

Video

- > Video length: 60 secs max, optimum under 30 secs
- > Video ratio: 9:16 (stories), 4:5 (feed), 1:1 (feed)
- > File Type: .mov or .mp4

Text

- > Primary text 125 characters
- > Headline 25 characters
- > Link description 30 characters

GOOGLE DISPLAY

- > Format: GIF, JPG, PNG.
- > Animation length: 30 secs or fewer, fewer than 5 frames per second (fps)
- > Banner sizes: 300x250, 320x50, 728x90, 120x600, 250x250, 300x600

SNAPCHAT

- > Image/video size: 1080x1920 pixels
- > Image & video ratio: 9:16
- > Length: 3 to 10 seconds
- > Brand name: 25 characters
- > Headline: 34 characters

PLEASE ENSURE YOU COMPLETE PART 2 OF THE PAID MEDIA CLEARING BOOKING FORM AS PROVIDED BY YOUR ACCOUNT MANAGER, RETURNING TO THEM AND CC'ING PAIDMEDIA@UCAS.AC.UK

For the bespoke Paid Media package specs, please liaise directly with your Account Manager.