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# PAID MEDIA SPECIFICATIONS

UCAS Paid media specifications for  
Facebook & Instagram, Snapchat and  
Google Ads - July 2021



# FACEBOOK & INSTAGRAM MINIMUM VIABLE CREATIVES

In order to run your Facebook & Instagram campaigns we will require a minimum of 3 from the following:

## Single image

- > **Image size**  
1080x1080px
- > **Image ratio**  
1:1
- > **File type**  
.png or .jpg

## Carousel

- > **Image / video size**  
1080x1080px
- > **Image / video ratio**  
1:1. Best practice 3-6 carousel cards
- > **Animation/looping**  
Static at 30 seconds

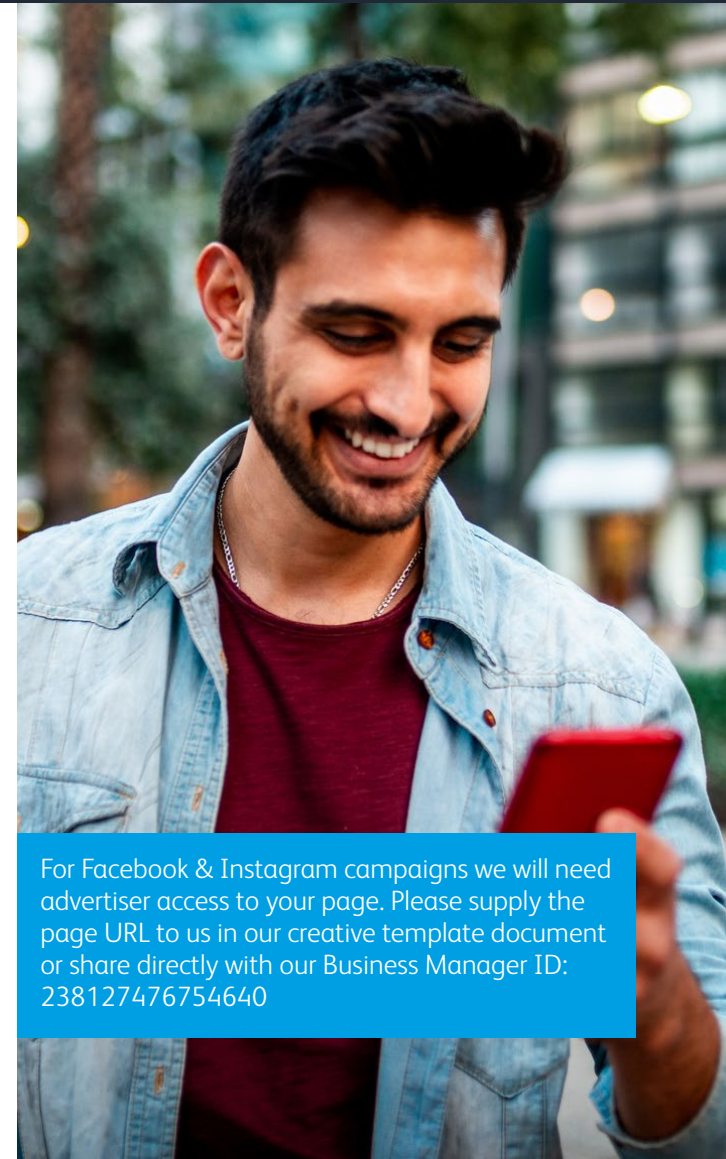
## Video

- > **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

For each of the above formats we also require:

## Text

- > **Primary text**  
125 characters
- > **Headline**  
25 character
- > **Link description**  
30 characters
- > Landing page URL, UTM or tag per creatives



For Facebook & Instagram campaigns we will need advertiser access to your page. Please supply the page URL to us in our creative template document or share directly with our Business Manager ID: 238127476754640

# FACEBOOK & INSTAGRAM ADDITIONAL CREATIVES

To create a more dynamic campaign and increase performance potential you can also provide the following;

## Poll ads for image and video

(Facebook feed & Instagram stories only):

- > **Poll question**  
80 character limit
- > **2 poll answers**  
24 character limit per answer

## Offer ad\*

- > Use offers you can share with your target audience to encourage people to shop. Utilise unique promo codes they can save and get reminders for. For full specs please contact your account manager.
- > **More information:**  
<https://www.facebook.com/business/help/374943579189527?id=404748470363829>

## Click to call / message

- > You can use call or messenger ads to encourage people to engage directly with your business into a rich conversational environment and/or generate leads.
- > **Call**  
Provide the number complete with country code
- > **WhatsApp message**  
Message ads require WhatsApp business account connected to your Facebook page
- > **Facebook Messenger message**  
These will open and deliver directly into the page messages inbox

## Lead ads\*

- > Use an instant form that drives leads through pre-populating basic user details such as email, phone number and address. These are useful for driving

upper funnel leads to pull into a CRM system user journey. For full specs please contact your account manager.

- > **More information**  
<https://www.facebook.com/business/help/761812391313386?id=735435806665862>

## Instant experience\*

- > Great for slow or non-mobile optimised page speeds or to show more information quickly. For full specs please contact your account manager directly.
- > **More information**  
<https://www.facebook.com/business/ads-guide/instant-experience>

\*Subject to campaign package and paid media team agreement.

# SNAPCHAT MINIMUM VIABLE CREATIVES

In order to run your Snapchat campaigns, we will require a minimum of 2 from the following:

## Single image

- > Easy to create and repurpose image content from elsewhere. Ideal for a quick campaign turnaround or to complement video content.
- > **Image size**  
1080x1920px
- > **Image ratio**  
9:16
- > **File type**  
.png or .jpg
- > **File size**  
.5MB max

## Single video

- > Our preferred base format, these generate higher swipe up rates on average than single images but work best when added together.

- > **Video length**  
3 - 180secs max (optimum under 30 secs)
- > **Video ratio**  
9:16
- > **File type**  
.mov or .mp4 and H.264 encoded
- > **File size**  
32MB max

For each of the above formats we also require:

## Text

- > **Brand name**  
25 characters max
- > **Headline**  
34 characters max
- > Landing page URL, UTM or tag per creative



# SNAPCHAT **ADDITIONAL CREATIVES**

To create a more dynamic campaign and increase performance potential you can also provide the following:

## Snapchat stories (Discover section)

- > Great for showcasing a narrative with multiple single image or videos combined. Just ensure they link together and then provide us with the following in addition to your single image or video ads:
- > **Story title**  
55 characters max
- > **Number of single image or videos**  
3 – 20
- > **More information**  
<https://forbusiness.snapchat.com/advertising/ad-formats/story-ads>

## Collections\*

- > Collection ads are made-for-commerce ads that allow you to feature a series of products that your chosen audience can tap to get more details. Just

provide us with the following in addition to your single image or video ads:

- > **Thumbnail image size**  
160px x 160px
- > **Thumbnail images**  
up to 4 max
- > **Thumbnail URLs**  
up to 4 max
- > **More information**  
<https://forbusiness.snapchat.com/advertising/ad-formats/collection-ads>

\*For e-commerce clients only. Subject to account manager and paid media team agreement.



# GOOGLE DISPLAY NETWORK **MINIMUM VIABLE CREATIVES**

In order to run your Google Display Network campaigns we will require a minimum of 2 from the following:

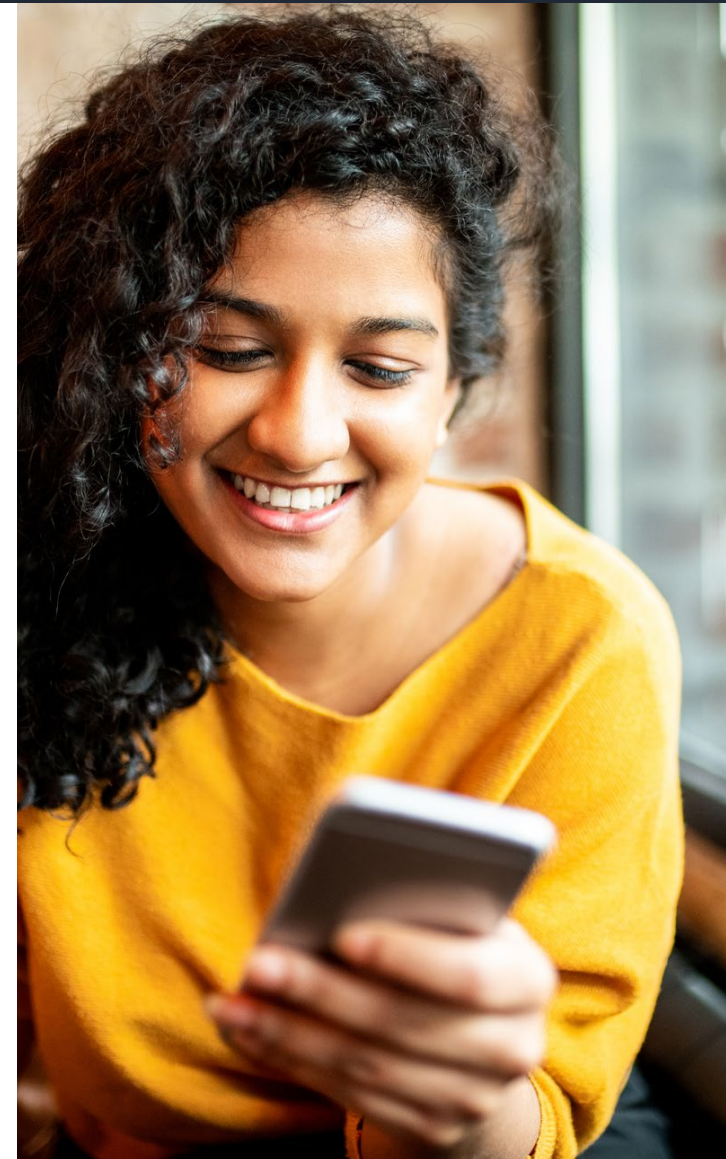
## Standard display ad

- > **Image sizes**  
300x250, 336x280, 728x90, 300x600, 320x100, 250x250, 200x200, 468x60, 120x600, 160x600, 970x90, 320x50 (if you have other formats created for display network we will accept)
- > **File type**  
.PNG .JPG or .GIF (for HTML5, please contact [paidmedia@ucas.ac.uk](mailto:paidmedia@ucas.ac.uk))
- > **Animation length**  
30 secs or less, less than 5FPS and single rotation
- > Landing page URL, UTM or tag per creative
- > **File Size**  
150kb or under

We also require a minimum of 1 variation or theme of the following:

## Responsive display ad

- > Responsive display ads will deliver dynamically and format to fit as a native placement across most site placements.
- > **Short headline (2 - 5)**  
30 characters
- > **Long headline (1 only)**  
90 characters
- > **Description (2 - 5)**  
90 characters
- > **Business name**  
25 characters
- > **Image ratios (2 - 5 of each)**  
1.91:1, 1:1
- > **Logo image ratios (1 of each)**  
4:1, 1:1
- > **File type**  
.png, .jpg
- > Landing page URL, UTM or tag per creative



# GOOGLE DISPLAY NETWORK **ADDITIONAL CREATIVES**

To utilise more dynamic platform placements across the Google ecosystem, you can also provide us with the following:

## Lead form extension\*

- > Use an instant form that drives leads through display on mobile with basic user details such as email, phone number and address. These are useful for driving upper funnel leads to pull into a CRM system user journey. For full specs please contact your account manager.
- > **More information**  
[https://support.google.com/google-ads/answer/9423234?hl=en-GB&ref\\_topic=9716366](https://support.google.com/google-ads/answer/9423234?hl=en-GB&ref_topic=9716366)

## Discovery display ads (Gmail)\*\*

- > Discovery campaigns let you share your brand's story with your target UCAS audience across Google's feeds when they're open to discovering new products and services. This now includes Gmail and is the only format that can run across Gmail inboxes. This can be in single image or carousel format:

### Single image

- > **Headline (2 to 5)**  
40 characters
- > **Description (2 to 5)**  
90 characters
- > **Image ratios (up to 20)**  
1.91:1, 1:1, 4:5
- > **Logo image ratios (1 only)**  
1:1
- > Landing page URL, UTM or tag per creative

## Carousel image

- > This will display all images as single cards so ensure they are linked and relevant.
- > **Headline (1 only)**  
40 characters
- > **Description (1 only)**  
90 characters
- > **Image ratios (up to 10)**  
1.91:1, 1:1
- > **Logo image ratios (1 only)**  
1:1
- > **Image file type**  
.png, .jpg
- > Landing page URL, UTM or tag per creative

\*Subject to campaign package and paid media team agreement.

\*\*For clients with conversion tracking UCAS Media can access only. Subject to campaign package and paid media team agreement.

# YOUTUBE & VIDEO MINIMUM VIABLE CREATIVES

All video content must be hosted on YouTube, with the relevant YouTube URL supplied. All video ads are bought, delivered and sold on a CPM or CPV basis. In order to run your YouTube and video campaigns we will require a minimum of 1 from the following:

## \*Skippable & non-skippable

### in-stream video ad

- > Get in front of your target UCAS audience with skippable & non-skippable video. Skippable provides a less invasive experience and generates high brand recall, whereas non-skippable allows for a longer, clearer message but can provide a lesser user experience and will provide fewer impressions.
- > **YouTube video URL**
- > **Call-to-action**  
10 characters
- > **Headline**  
15 characters

- > **Companion banner size**  
300px x 60px
- > **Companion banner file size**  
150kb max
- > Landing page URL, UTM or tag per creative

### Bumper video ad

- > Get in front of your target UCAS audience with a bit sized message. Videos must be under 6 seconds long and are non-skippable, appearing across a wide variety of placements in addition to YouTube.
- > **YouTube video URL**
- > **Call-to-action**  
10 characters

- > **Headline**  
15 characters
- > **Companion banner size**  
300px x 600px
- > **Companion banner file size**  
150kb max
- > Landing page URL, UTM or tag per creative

\*Choose one.



# YOUTUBE & VIDEO **ADDITIONAL CREATIVES**

To utilise more dynamic video formats across YouTube and the wider Google video ecosystem, you can also provide us with the following:

## \*Sequence video ad:

- > A sequence of videos shown in sequence. Attract your target UCAS audience with a short video ad, then inspire them with a long video ad, then direct them to action with another final shorter video ad.
- > **YouTube video URL:**  
2 x short video, 1 x long video
- > **Video lengths:**  
Short video - under 30 secs, long video - 30 secs to 1 min
- > Landing page URL, UTM or tag per creative

## Outstream video ad

- > Outstream ads are mobile-specific video ads that reach your target UCAS audience on Google partner sites.
- > **YouTube video URL**

- > **Logo image ratio**  
1:1
- > **Logo image size**  
200px x 200px min
- > **Optimal video length**  
10 – 15 seconds
- > **Headline**  
80 characters
- > **Description**  
100 characters
- > **Call-to-action**  
15 characters
- > Landing page URL, UTM or tag per creative

\*Subject to campaign package and paid media team agreement. YouTube channel must be linked to UCAS Media client ad account.



# TIKTOK MINIMUM VIABLE CREATIVES

In order to run your TikTok campaigns we will require a minimum of 1 of the below. Native and organic ad content is highly recommended on TikTok.

## Video ad:

- > Video ads operate across the core TikTok in-feed placements as well as the BuzzVideo, TopBuzz and Babe placements.
- > **Ad composition:**  
Video creative, ad display image, brand or app name, ad description
- > **Aspect Ratio:**  
9:16, 1:1, or 16:9 (9:16 preferred and for TikTok feed)
- > **Video Resolution:**  
Resolution must be greater than 540 x 960px (9:16), 640 x 640px (1:1), or 960 x 540px (16:9))
- > **File Type:**  
.mp4, .mov, .mpeg, .3gp, or .avi
- > **Video length:**  
5-60s allowed. We suggest short videos of 9-15s
- > **Bitrate:**  
Greater than 516 kpbs
- > **File size:**  
less than 500mb
- > **Profile image:**  
Aspect Ratio: 1:1  
File type: .jpg, .png  
File size: smaller than 50kb
- > **Brand name**  
2 – 20 characters
- > **Ad description**  
1 – 100 characters (no emojis)

