

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 maximum of 5 creatives / formats for Subject package.
- ▶ Please supply maximum of 5 creatives per platform, including video, for 2 Stage Social Brand package and 2 Stage Multi - Channel Package.
- ▶ For 2 Stage Social Brand package, please only supply brand content. Subject specific content will not be accepted.
- ▶ Please ensure all creatives are provided along with a completed Paid Media Creative Document.



UCAS

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
- ▶ Please supply URL, UTM or Tracking Link/tag.

GOOGLE DISPLAY

Google Display not suitable for 2 stage social brand package. Please provide at least 1 responsive display ad creative

- ▶ Format: GIF, JPG, PNG.
- ▶ Animation length: 30 secs or fewer, fewer than 5 frames per second (fps)
- ▶ Standard Display Sizes: 300x250, 320x50, 728x90, 120x600, 250x250, 300x600
- ▶ Responsive display: Short headline x 2: 30 characters
- ▶ Long headline x 1: 90 characters
- ▶ Description x 2: 90 characters
- ▶ Business name: 25 characters
- ▶ Image ratios x 2 of each: 1.91:1, 1:1
- ▶ Logo image ratios x 1 each: 4:1, 1:1
- ▶ File type: .png, .jpg
- ▶ Please supply URL, UTM or tracking link/tag

SNAPCHAT

- ▶ Image/video size: 1080x1920 pixels
- ▶ Image & video ratio: 9:16
- ▶ Length: 3 to 10 seconds
- ▶ Brand name: 25 characters
- ▶ Headline: 34 characters
- ▶ Please supply URL, UTM or Tracking Link/tag.

TIKTOK

- ▶ Only brand video content will be accepted for this platform.
- ▶ Aspect Ratio: 9:16
- ▶ Video Resolution: Must be greater than 540 x 960px
- ▶ File Type: .mp4, .mov, .mpeg, .3gp, or .avi
- ▶ Video length: 9-15 secs
- ▶ 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)
- ▶ Please supply URL, UTM or Tracking Link/tag.



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

UCAS