

UCAS

CLEARING SOLUTIONS 2023

DISPLAY GUIDELINES

INCLUDING CLEARING PLUS AND UCAS.COM



THANK YOU

Thank you for choosing to advertise with UCAS.

Please take the time to read the following display specifications, before submitting creative to us. These guidelines contain the relevant information to help you build a suitable creative to go on our website.

The UCAS Creative Acceptance Policy (CAP) is designed to ensure consistently high standards of advertising across all UCAS properties and platforms, and as such, all adverts and their content are subject to approval by UCAS.

Please speak to your Customer Manager or contact services@ucas.ac.uk if you have any queries regarding specifications or examples of creative best practice.

3	RULES AND BEST PRACTICE
4	PLATFORMS
5	CLEARING PLUS ADS
6	CLEARING PLUS ENHANCED PROFILE
7	CLEARING PLUS ENHANCED PROFILE TRIGGERED EMAIL
8	CLEARING HOMEPAGE
9	CLEARING RESEARCH PAGES MPU
10	CLEARING RESOURCE PAGES
11	CLEARING SUBJECT PAGE TEXT LINKS
12	CONTENT PAGE BUNDLE
13	HUB AND SEARCH BUNDLE
14	HUB HOMEPAGE
15	IN-APPLICATION ADS
16	PREMIUM CONTENT PAGES
17	SEARCH TOOL SUBJECT KEYWORDS
18	SPONSORED CONTENT LINKS
19	UCAS.COM HOMEPAGE
20	HTML5
21	IMPORTANT INFORMATION
22	BRAND SAFETY POLICY
23	CHECKLIST



RULES AND BEST PRACTICE

Creatives must:

- ▶ be crisp and clear, with no blurred images, logos, or text
- ▶ have user click activated sound
- ▶ click into a new window
- ▶ if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used)
- ▶ must become static at 30 seconds
- ▶ have a click-through URL

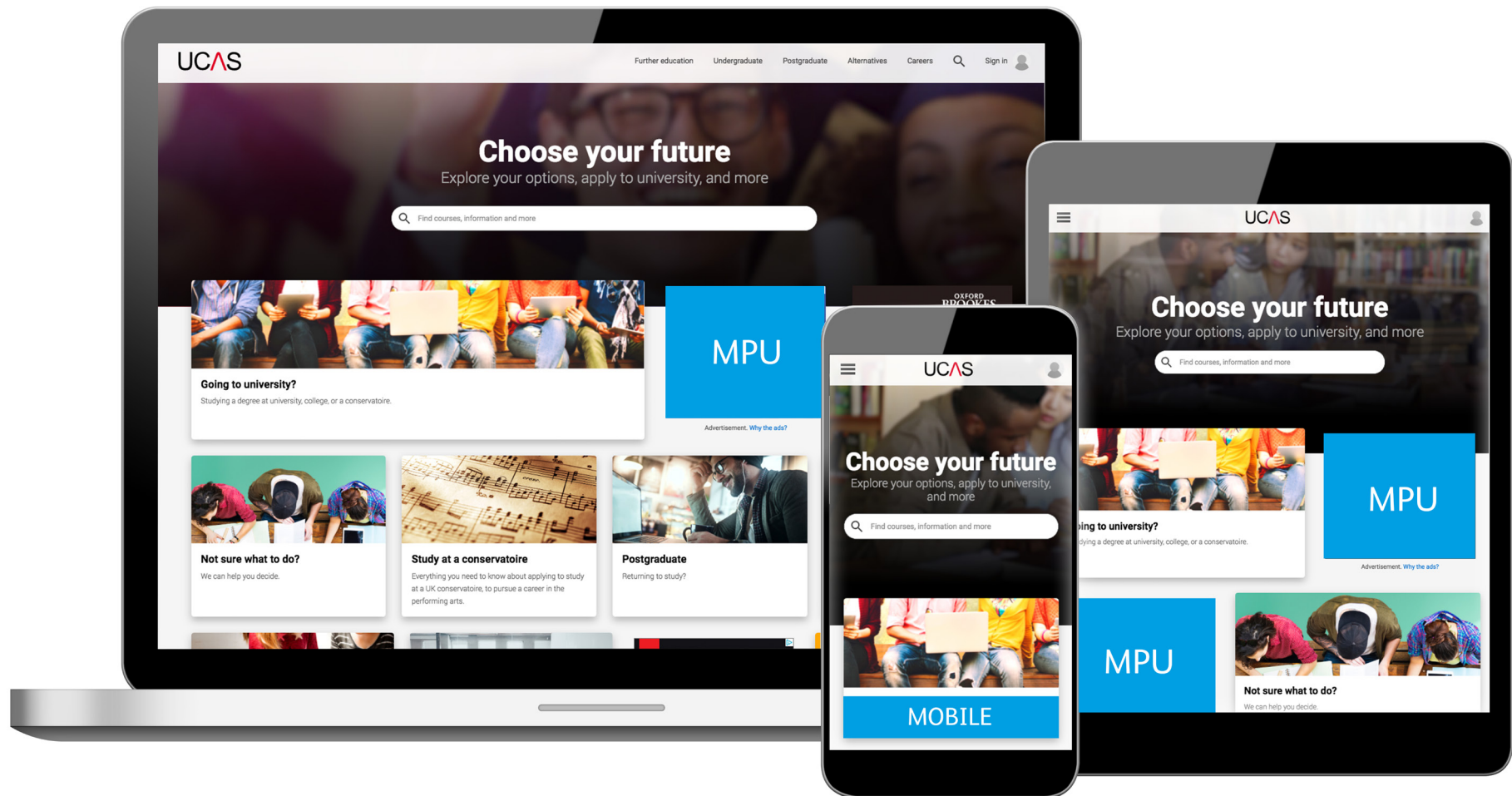
Creatives must not:

- ▶ contain any type of alcohol, drugs, nudity, gambling, racism, or profanity
- ▶ link to competitors' websites, or contain any reference to competitors
- ▶ devalue the UCAS website / brand
- ▶ download, upload, install, or copy any software, programmes, or data
- ▶ exceed our specifications
- ▶ place tracking cookies on UCAS' websites or products – this is prohibited

If you have multiple creatives, we have the ability to optimise your campaign or support your campaign effectiveness with an A/B test.



PLATFORMS

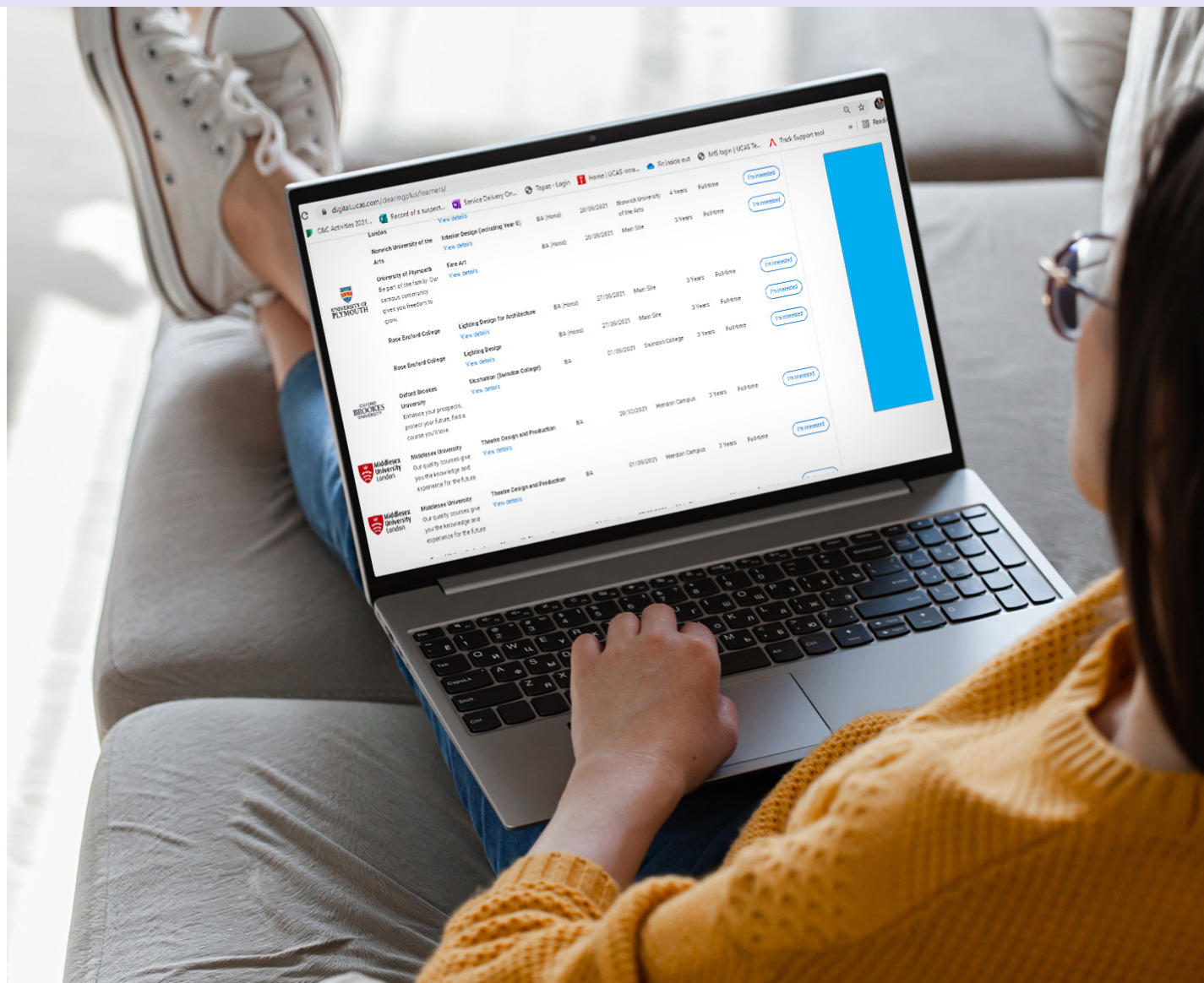


CLEARING PLUS ADS

By advertising on Clearing Plus, you can be sure your branding will appear in front of highly engaged Clearing applicants.

- ▶ Multiple animated .gifs/.png permitted.
- ▶ **Mobile banner:**
320 x 50px
- ▶ **Skyscraper:**
160 x 600px
- ▶ **Leader size:**
728 x 90px
- ▶ **Click URL**
Please provide a working click-through URL

Creatives must, if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.



CLEARING PLUS ENHANCED PROFILE

The enhanced listing amplifies your brand, reinforcing your presence within the Clearing plus tool, complimenting other Clearing activity.

▶ **Copy**

75 characters text max.

▶ **Logo**

Your standard logo will be pulled through from the collection tool.

▶ **Files accepted**

Third party tags, JPG, PNG, HTML5 and GIF

▶ **Max. file size**

400kb

▶ **Deadline**

14 June. Once you have signed up to Clearing Plus, you will be able to update your enhanced profile copy within the provider area of the site at any time.



CLEARING PLUS ENHANCED PROFILE TRIGGERED EMAIL

As part of your clearing plus enhanced profile, an email will be triggered to the applicant after they have expressed an interest in your course through clearing plus. This is a dynamic email and the content is not customizable further than the below:

REQUIRED:

► Images

1. Institution Logo – 600 x 600px
(displays at 300 x 300px)
Format: JPEG or PNG

► Links

1. Website landing page
2. Prospectus link
3. Contact link (ideally a web page with contact options)

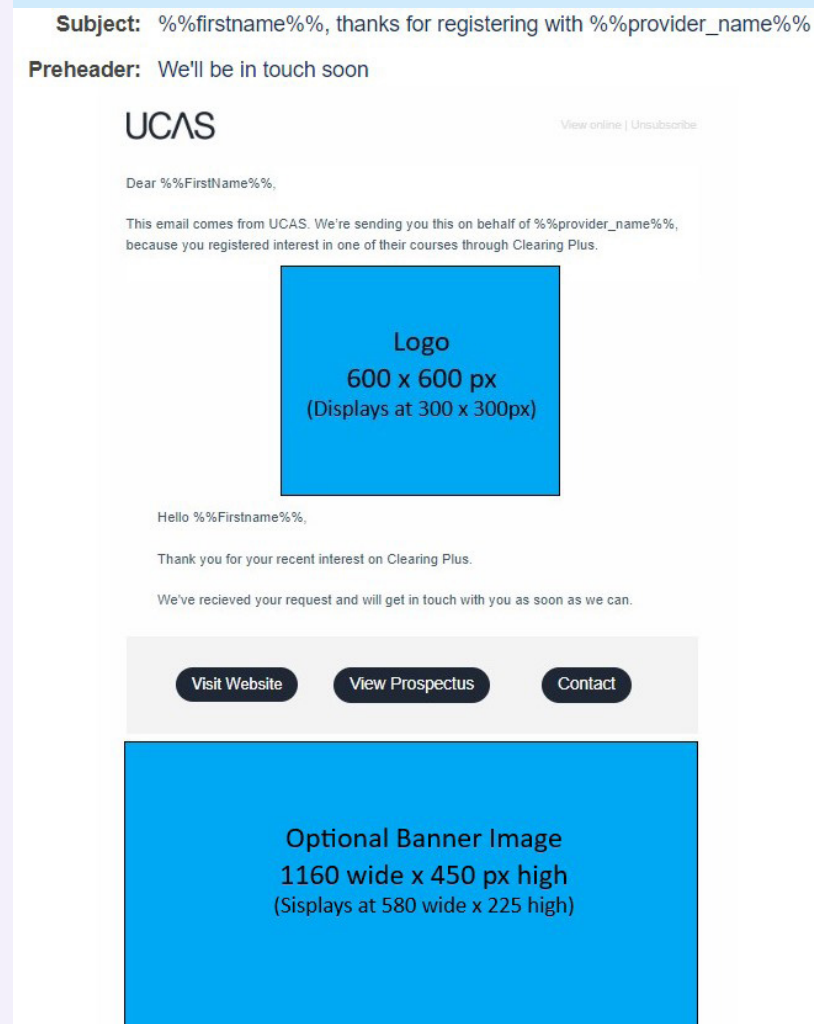
OPTIONAL

► Banner image

- 1160px wide x 450px high
(displays at 580px wide x 225px high)
Format: JPEG or PNG

NB:

The image opposite shows an example of how the email will be formatted, this is subject to minor change



CLEARING HOMEPAGE

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

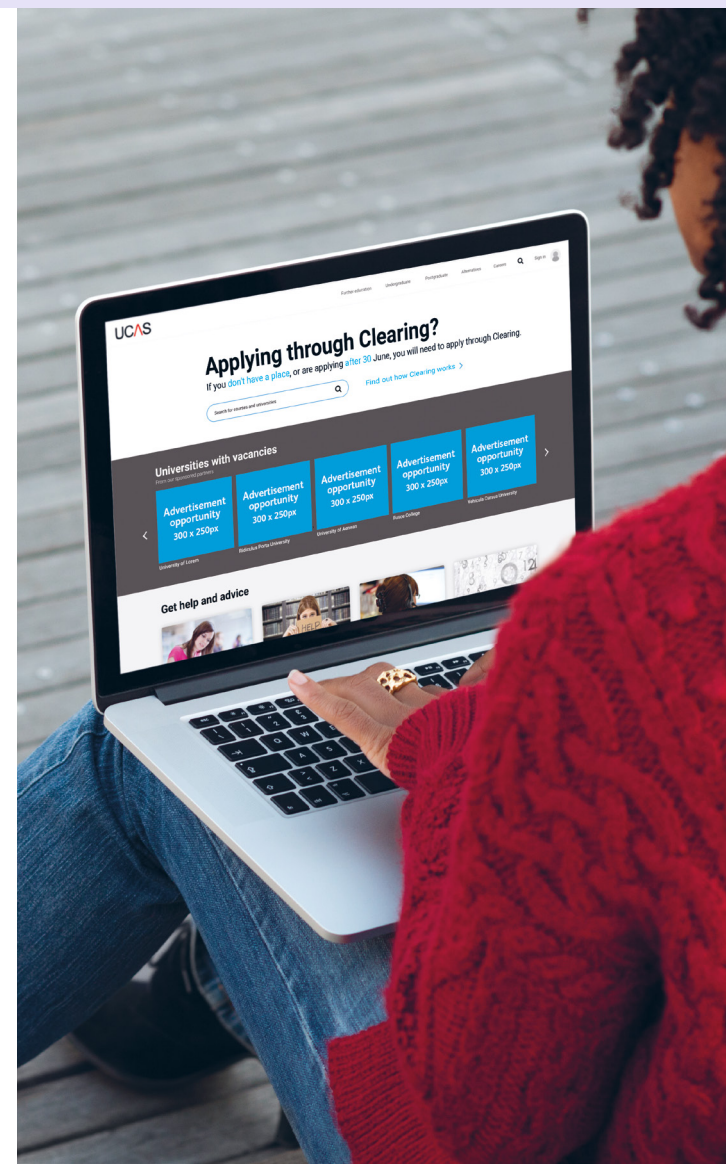
MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

Creatives must, if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.



CLEARING RESEARCH PAGES MPU

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

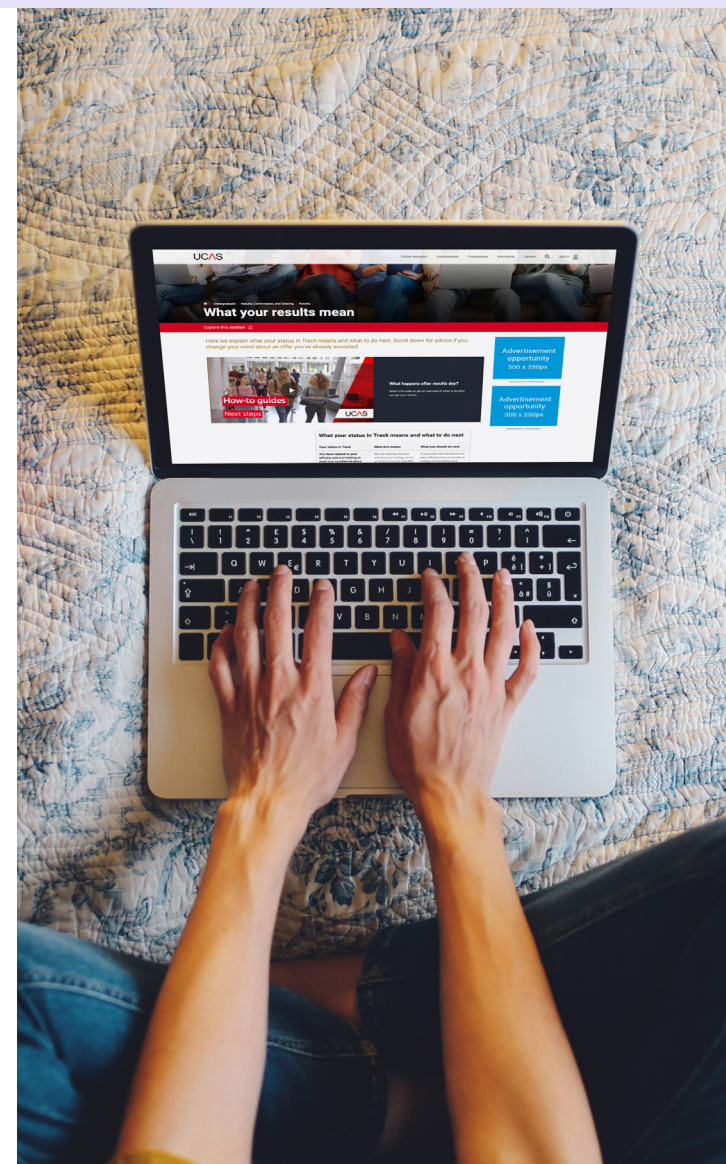
MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

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CLEARING RESOURCE PAGES

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

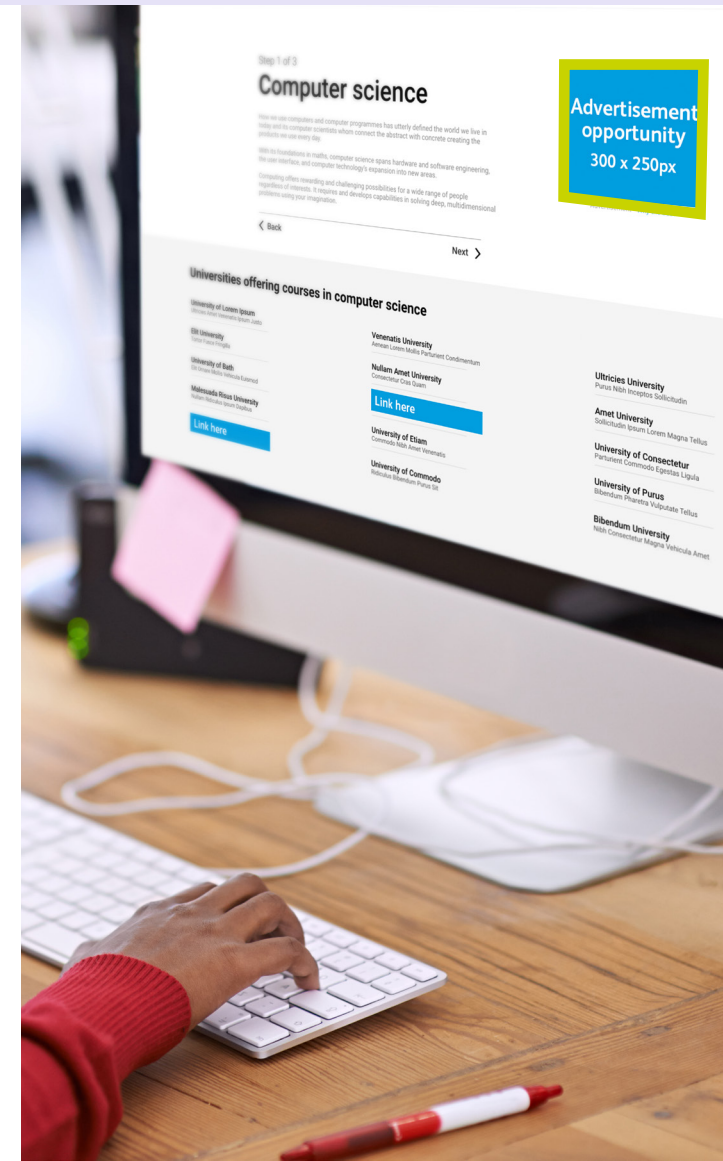
MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

Creatives must, if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.



CLEARING SUBJECT PAGE TEXT LINKS

These run across subject research pages on ucas.com. Please see below for guidelines on what to supply in this format.

- ▶ **Click URL**

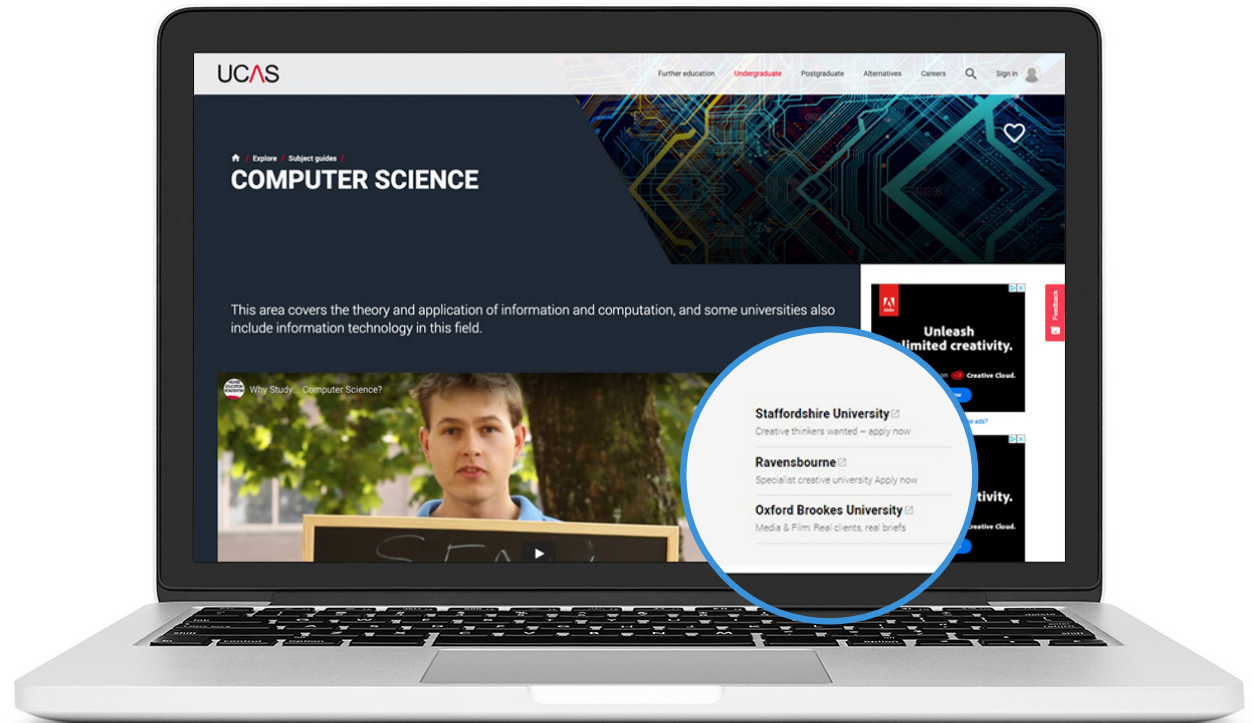
Please provide a working click-through URL.

- ▶ **Description**

40 characters (incl. spaces).

- ▶ **Deadline**

14 June



CONTENT PAGE BUNDLE

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

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HUB AND SEARCH BUNDLE

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

LEADERBOARD

- ▶ **Dimensions**
728 x 90
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

Content must be brand only (i.e. not subject-specific) for Hub and Search bundle. Creatives must, if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.

HUB HOMEPAGE

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

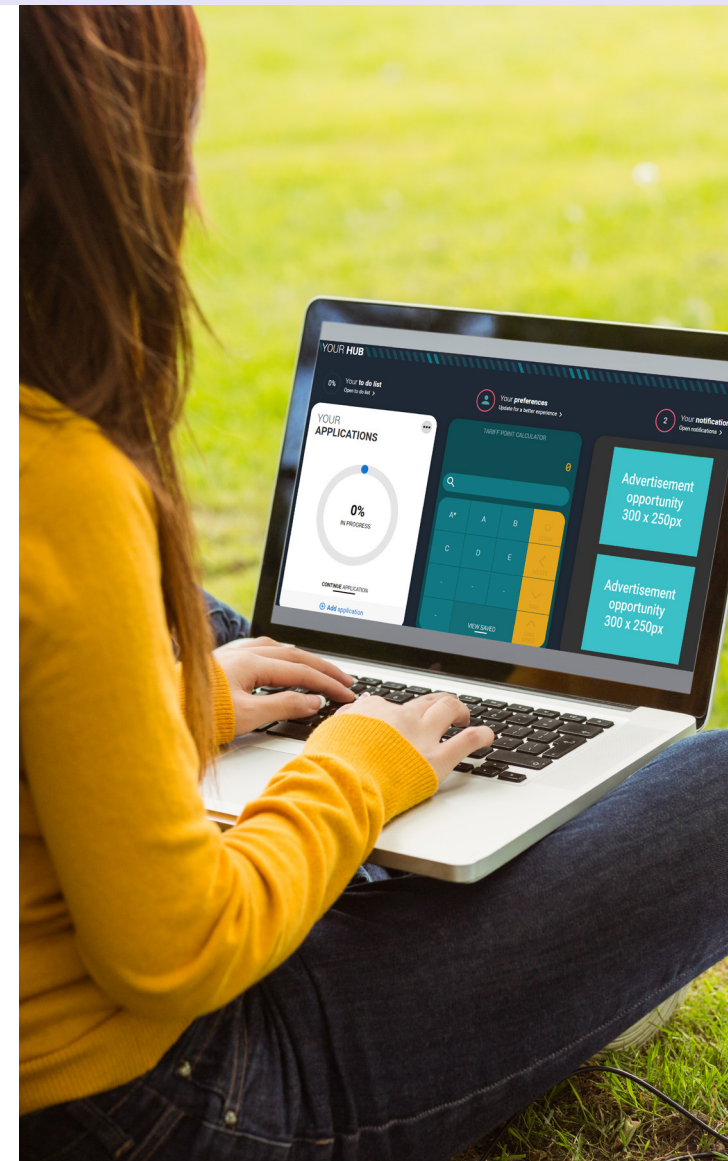
MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

Creatives must, if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.



IN-APPLICATION ADS

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

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PREMIUM CONTENT PAGES

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

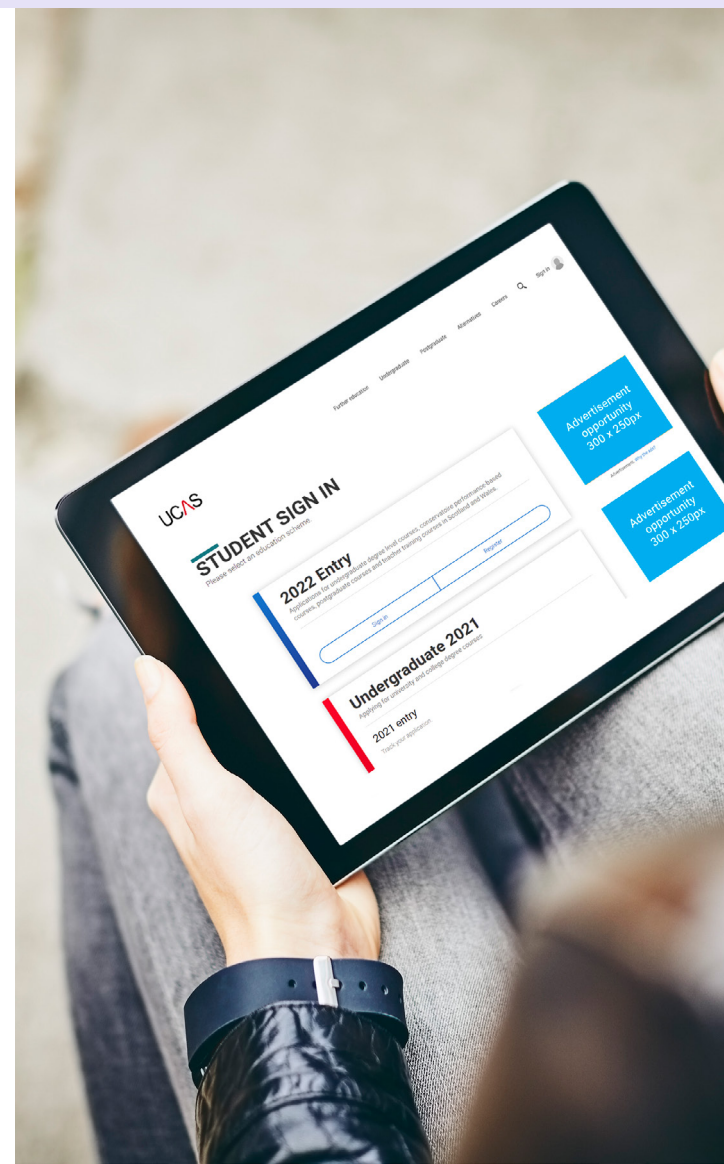
MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June

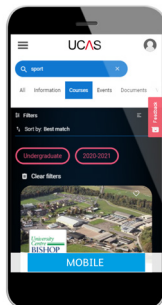
Creatives must, if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.



SEARCH TOOL SUBJECT KEYWORDS

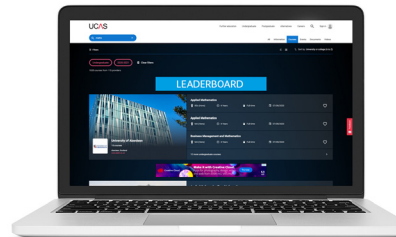
MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June



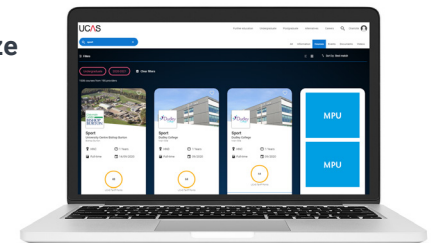
LEADERBOARD

- ▶ **Dimensions**
728 x 90
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June



MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June



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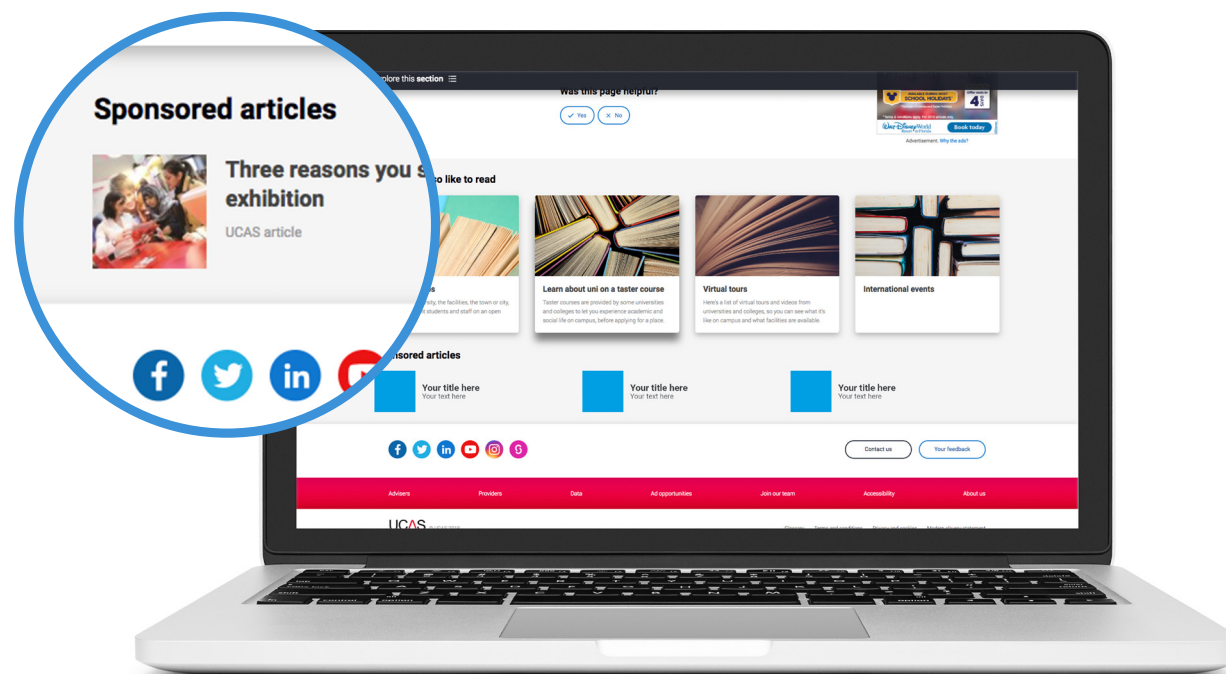
SPONSORED CONTENT LINKS

These run acrossucas.com. Please see below for guidelines on what to supply in this format.

- ▶ **Thumbnail**
100x100px static only – JPG / GIF / PNG only.
Please supply ALT text for the image.
- ▶ **Click URL**
Please provide a working click-through URL.
- ▶ **Description**
40 characters (incl. spaces).
- ▶ **Deadline**
14 June

These may be referred to as content links, sponsored content links, sponsored links, sponsored content, sponsored articles, or content article links.

Creatives must, if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.

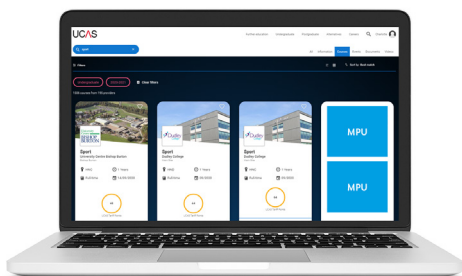


UCAS.COM HOMEPAGE

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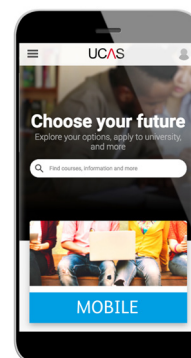
MPU

- ▶ **Dimensions**
300 x 250
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June



MOBILE

- ▶ **Dimensions**
320 x 50
- ▶ **Files accepted**
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**
Static at 30 seconds
- ▶ **Click URL**
Please provide a working click-through URL
- ▶ **Frame rate**
24 FPS
- ▶ **Video**
No
- ▶ **Max. file size**
400kb
- ▶ **Deadline**
14 June



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HTML5

- ▶ All additional files to the HTML5 index should be hosted externally on the client / agency server, and referenced fully.
- ▶ When referencing external files, they should be on a secure server, and loaded through HTTPS.
- ▶ Click destination URL should be in the HTML index. This is so we are able to track clicks.
- ▶ Click destination URL must open to a new browser window.

LOAD REQUIREMENTS

Initial load size

50KB is strongly recommended for fastest initial load time. Up to 75KB maximum.

Subsequent polite load size

Up to 1MB.

Includes additional animation, autoplay, and/or call to action dynamic flash.

User-initiated load size

Up to 1MB (animation / interaction). All videos must be progressive load. Cannot be streaming. Inclusion of a video progress bar, scrubber bar, or countdown times are highly recommended for optimal completion rate.

CPU usage

Units containing Flash must not exceed 40% of a user's CPU.

Common causes of high CPU use are continued animation and heavy animation sequences.

VIDEO / ANIMATION

Autoplay animation / video

30 seconds. Can include 'Click to continue', 'Click to play', 'Click for sound', or 'Replay' buttons.

ON-LOAD AUDIO

User initiated video

No sound. Regardless of the video length, control buttons (mute / unmute and pause / play) are required, as well as an indicator of the video duration and elapse status.

Actions on user click (video)

Once pause or stop is clicked, the video must stop. All sound and video should stop on exit click.

Actions on user click (animation)

Animation must stop within 30 seconds after the interaction with it has ended. All sound and animation should stop on exit click.

ATTRIBUTES

Border and iFrame

Must stay within iFrame. Creatives with partially black or white backgrounds must have a visible border of a contrasting colour.

Mouseover policy

No audio, video, or major functionality may be initiated on mouseover,

and the cursor may not be altered in any way within the unit, unless the user has enabled any of these functionalities by an intentional interaction. Animation initiated in this manner must always be under the user's control. Animation must stop within 30 seconds after the user has moved their mouse off the ad, or the interaction with the ad has ended (this does not apply to video).

Clickable mouseover policy

Clickable buttons in the ad can have a mouseover state change with animations under one second. Animation must be contained within the clickable button area. Buttons should not spin, change size, or contain overly disruptive animations. The button must activate functionality in the masthead creative.

Backup image

- ▶ Required for all creative.
- ▶ A maximum file size of 45KB is strongly recommended for fastest initial load time (up to 75KB accepted).
- ▶ Backup images with partially black or white backgrounds must have a visible border of a contrasting colour.
- ▶ Must not have a close button.
- ▶ Animated GIFs not supported.

IMPORTANT INFORMATION

► Delivery deadlines

Please send creative over by 14 June. This is to ensure the creative matches the specification required, while giving the Digital Marketing Team time to QA the creative appropriately and allowing you time to resupply.

► Third party tags

Third party creative must not be amended once live on the site without prior approval and agreement from the Digital Marketing Team. Geo-targeting and frequency caps are not supported when implemented by the third party side

► Third party tracking

We accept third party click tracking for all formats, and third party impression tracking for all formats (except sponsored content or text links). Please note, if you have supplied third party tracking, there may be a discrepancy between our ad server stats and your data. IAB's discrepancy tolerance is +/-10%.

► Third party data reports

Please ensure that daily automated reporting is set up and sent daily to paidmedia@ucas.ac.uk, as well as to the specific client partner. This will ensure that if there is a discrepancy, this can be actioned in a timely and accurate manner.

► The Digital Marketing Team cannot amend creative which is not supplied to specification.



BRAND SAFETY POLICY

UCAS is the Universities and Colleges Admissions Service, holding the largest verified student database in the UK, and we take brand safety very seriously. To help us achieve this, we have stringent internal procedures and policies that are implemented alongside relevant technologies, and have been independently verified by various third parties that enable us to adhere to and execute these.

All digital advertising campaigns are managed by our highly experienced in-house Digital Marketing Team. All advertising on our owned and operated sites is placed in brand safe, high quality environments, delivered using market-leading technology.

UCAS supports the Coalition for Better Advertising's Better Ads Standards, and does not use any of the 12 formats identified as providing a bad user experience. For more information, please visit [the Coalition's site](#).



CHECKLIST

Please ensure you have considered the following questions before submitting your creative.

- ▶ Is the size of your creative correct?
- ▶ **Do you have a border if you have a white or transparent background?**
- ▶ Does the creative become static at 30 seconds?
- ▶ Is the file size smaller than 400KB?
- ▶ Have you got a mobile creative?
- ▶ Is the creative appropriate (e.g. time-specific for open days)?
- ▶ Have you provided a working click-through URL?
- ▶ Are you supplying tracking links?
- ▶ Deadline date of 14 June.
- ▶ Do you have a clear call to action on your creative?

Creative consultation is available – please speak to your Customer Manager or contact services@ucas.ac.uk

