# UCAS

CLEARING SOLUTIONS 2025

CLEARING PLUS GUIDELINES

CLEARING PLUS ENHANCED PROFILE

While every provider can add courses and specify matching criteria, opting for an enhanced profile elevates your branding and messaging prominently alongside your course listings.

We've improved enhanced profiles by sending unplaced students who register their interest with you a triggered email (bespoke or templated) – this includes your branding and connects students with essential information on your website.
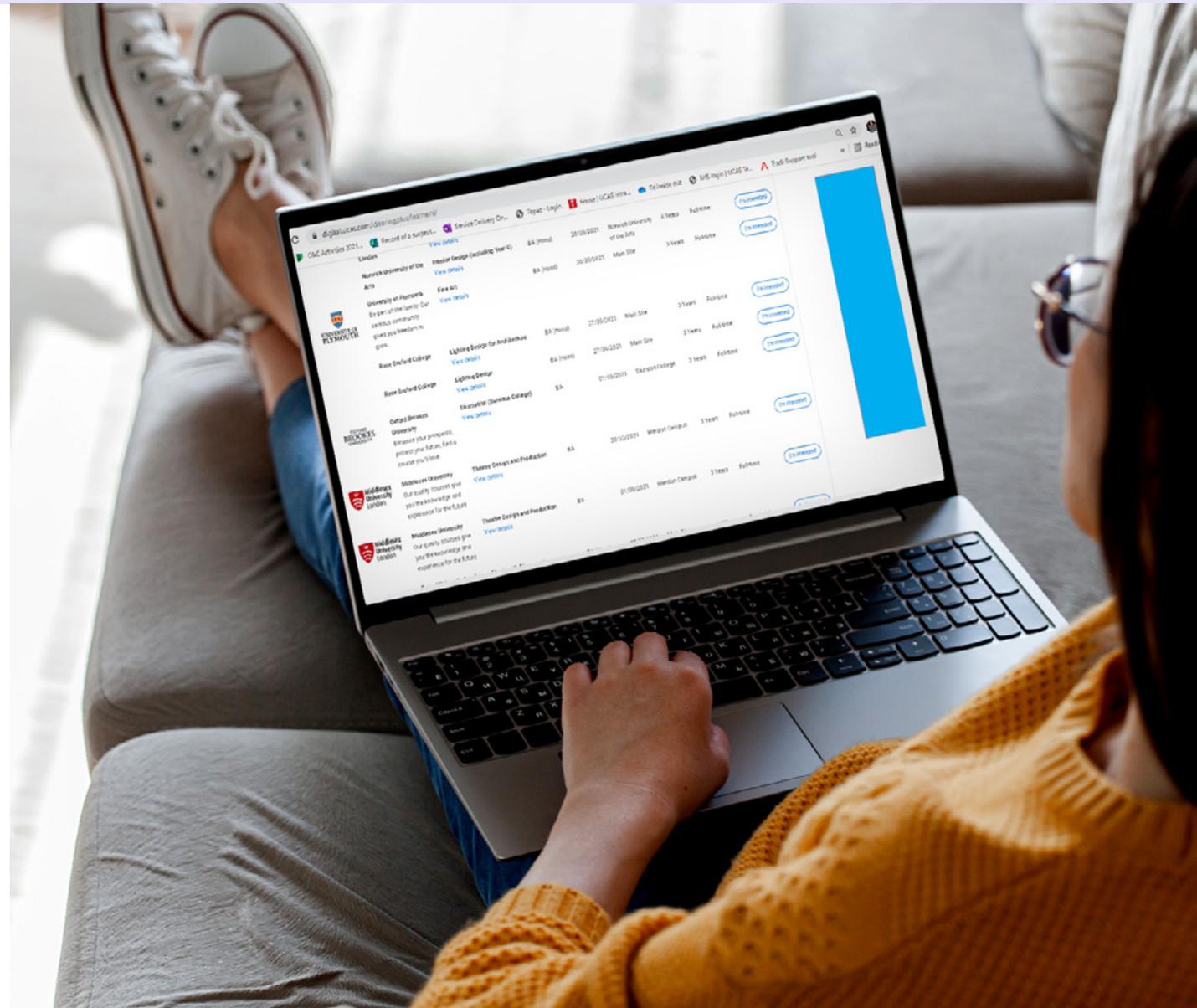
CLEARING PLUS ADS

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

▶ **Leaderboard 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, though any colour that clearly distinguishes the ad from the content may be used). We cannot animate creatives on behalf of clients.

Please ensure that creative materials are submitted by **13 June**. Creative not provided in time for the artwork deadline will result in delayed activation.

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**
13 June

Next steps to go live

Once you have signed up and submitted your email copy, please log into the Clearing Plus courses dashboard from the provider area of ucas.com to update your tagline, set any course criteria and add courses to Clearing Plus.

You will be able to update your enhanced profile copy within the provider area of the site at any time.

To activate your triggered emails please ensure you have added your tagline and logo.

You'll find further guidance on the website **www.ucas.com/providers/clearing-plus**

CLEARING PLUS ENHANCED PROFILE TRIGGERED EMAILS

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 templated or bespoke email.

Templated emails:

REQUIRED:

▶ **Header Image including logo**
  1160px wide x 450px high
  (displays at 580px wide x 225px high)
  Format JPEG or PNG

▶ **Links**
  1. Website landing page
  2. Prospectus link
  3. Contact link

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

DEADLINE: 13 June. Please send your creative to services@ucas.ac.uk

Bespoke emails:

For Bespoke emails you have full creative control of your email including layout, images & links. Please refer to the **Clearing email guidelines** for full details of how to supply your content.

In the absence of provided creatives, UCAS content will be used for your triggered email.

Considerations:

▶ The email will be activated once an applicant has expressed interest in your course through clearing plus. It should function as a confirmation of their expressed interest.

▶ Include the next best action for the applicant or provide content for them to explore while you are in the process of reviewing their application.