EMAIL

GUIDELINES

UCAS

LEGAL AND COMPLIANCE

All creatives must comply with all applicable legal and regulatory requirements including (but not limited to the following):

- ▶ DMA and CAP Codes
- ▶ ASA Guidelines
- ▶ FCA regulations
- ▶ Consumer Protection from Unfair Trading Regulations 2008
- ▶ If the Customer is regulated by any other body (e.g. Food Standards Agency, Advertising Standards Agency, Health and Safety Executive) it is the responsibility of the Customer to ensure the creative complies with any regulations or guidance issued by the relevant body.

Where the creatives contain any regulated content, it shall be subject to additional checks by UCAS which may impact on the proposed send date and may require changes to your creative including additional footers.

UCAS will not accept advertisements:

- ▶ in relation to products which may not be in the best interests of students.
- ▶ which could in any way undermine or potentially damage UCAS' name or reputation as an official and trustworthy body and as a registered charity.
- ▶ from companies, businesses or organisations which are not able to demonstrate that they are established and reputable concerns and suitable to be associated with UCAS.
- ▶ which in any way could be misleading to students, or which make any representations which cannot be substantiated to the satisfaction of UCAS.

- ▶ containing messages or images that are (or could be perceived to be) offensive, or relating to sex, violence, drugs, gambling, and alcohol. UCAS will not distribute content that is deemed to be inappropriate for any reason (not limited to those listed), or is deemed to adversely affect UCAS.
- ▶ adverts which for any reason UCAS consider are inappropriate or unsuitable for its customer audience.

UCAS is an independent charity supported by our wholly owned subsidiary UCAS Media Ltd. 100% of profits from commercial activities are gift-aided back to UCAS, to improve services for our customers and clients.

THANK YOU

Thank you for choosing to advertise with UCAS.

Please take the time to read the following email specification guidelines, before submitting creatives to us.

These guidelines contain the relevant information to help you build a suitable email creative.

All adverts and their content are subject to approval by UCAS.

EMAIL SPECIFICATIONS

The use of tracking cookies on UCAS' websites or products is prohibited.

Supplying your email HTML creative

Things to include:

▶ 600px wide creative

▶ Inline styling

▶ Fully hosted images (we cannot host images on behalf of clients)

▶ All tracking and click tags included as part of HTML (we will not accept these separately)

▶ An email address to send a test to

▶ A creative less than 75KB (incl. images)

▶ Ensure href attributes are contained within <a> tags

▶ Subject line and pre-header

▶ Our header and footer **(if your code is responsive**)

Things to avoid:

▶ Styling should all be inline (only use CSS for general style elements, i.e. fonts/colours)

▶ Any <div></div> tags

▶ JavaScript

▶ EMBED tags

▶ Attributes in the BODY tag

▶ Background images

▶ Mapping and coordinate style coding

▶ Hexadecimal links on URLs

▶ Image only emails

Please be aware that HTML support varies across different email providers.

Please send your creative by midday five full working days before the scheduled send. Please note that deadlines for email sends in the Clearing period may differ.

Do not rely on external (<link rel="stylesheet">) or embedded style sheets (those contained within the <style> tag above the <body> tag). Many email services cut everything above the body tag, and disable external style sheets.

BUILDING RESPONSIVE HTML CODE

If you are building a mobile responsive HTML email, please build our standard header and footer into your HTML (download links below). This is to ensure we don't break any responsive elements of your code once it's added into our standard header and footer template.

Both header and footer need to be on a white background, and for the text to be left aligned. Please do not copy and paste your code into the template.

Applicant

Extra

Applicant Accommodation

Historic Accommodation

Parents and advisers

70% of students surveyed said they usually open our emails on their mobile.

LEGAL REQUIREMENTS

Our introduction

We are legally required to state who we are sending the email on behalf of. Your company name will be added into our introduction – i.e. This email comes from UCAS. We're sending you this on behalf of [INSERT CUSTOMER], because – based on what you told us about yourself – we think you might find it useful.

Opt out script

Your creative will be sent from the relevant UCAS sender address (determined by the preferred target audience), and will sit above a standard opt out message. This opt out is linked to our suppression list. You are therefore not required to provide an opt out link of your own. We will actively remove this to avoid confusion for the recipient, and any breach of DMA guidelines.

*(Where the creatives contain any regulated content, it shall be subject to additional checks by us which may impact on the proposed send date and may require changes to your creative including additional footers).

CAN'T PROVIDE HTML?

If you're unable to provide HTML email, we offer a choice of five mobile responsive templates (examples below). Please note, there is no flexibility to amend the layout, and these designs are fixed.

Please supply us with all the images, text and links (including tracking links) for us to build your email into one of the below templates.

All assets need to adhere to the template of your choosing – i.e. the images must be provided in the sizes specified below.

Header images can be any height but should not exceed the width of the image as a maximum.

All header images should have a logo within the image. If you're unable to do this please send us your logo (or logos so we can see which will work best) separately and we can add this in for you. This is to aid in your brand awareness to the recipient.

One column

Two column

Two column alt

Three column

Large hero

If you are using a UCAS Template build, you now have the following colour theme options. Please pick one per email.

slate #1f2834 blue #3b92d9 aqua #3bc0c7 green #5db88d purple #836cd8 coral #fb705b yellow #fbc652.

Where a colour is not specified, UCAS will apply the default colour of 'slate' or a colour that is felt to best compliment the campaign content.

IMPORTANT INFORMATION

We would not recommend the use of all image creative, as this may be flagged as spam. Please be aware that spam filters may be triggered when specific words and phrases are used in the body or subject line.

The word free when used in subject lines can reduce open rates by up to 4 percentage points and win can reduce them by 6 percentage points

EXAMPLES OF WHAT TO AVOID:

- ‘Money back’
- ‘Extra income’
- ‘000’
- ‘£’
- ‘For free’
- Capitalised subject lines

Content must not contain messages or images that are (or can be perceived to be) offensive, or relating to sex, violence, drugs, gambling, and alcohol. We will not distribute content that is deemed to be inappropriate for any reason (not limited to those listed), or is deemed to adversely affect our spam score, with the final decision at our discretion.

Translations for creatives in a foreign language can take up to a week longer than usual.

CHECKLIST

Please consider the following questions before submitting your creative:

▶ If your code is responsive, have you implemented **our header and footer**?

▶ Have you included a **subject line and a pre-header**?

▶ Is the creative appropriate?

▶ Are your images hosted and fully referenced in the HTML?

▶ Have tracking links been implemented?

▶ If we are **building your email**, tell us which template you want to use, and make sure you send us all the assets (including links).

Creative consultation is available – please speak to your account manager.

Your email results will be available in Tapclicks 48 hours after send. Please speak to our Customer Success Team (**services@ucas.ac.uk**) about gaining access to these.

If you have any queries, please contact:

UCAS Customer Success Team

services@ucas.ac.uk

UCAS

services@ucas.ac.uk

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