

UCAS

CLEARING SOLUTIONS 2026

PAID MEDIA GUIDELINES



THANK YOU FOR CHOOSING TO ADVERTISE WITH UCAS

**Please read the following specification guidelines before submitting creative to us.
All adverts and their content are subject to approval by UCAS.**

PLATFORMS FOR EACH CAMPAIGN:

- ▶ **2/3-stage multichannel campaign
(2 July – 7 September)**

The campaign runs across 2 delivery phases. This includes the full service tracking and strategic support.

- ▶ **2-stage multichannel campaign
(2 July – 7 September)**

The campaign will run across two delivery phases, using a multichannel approach to reach your target audience with your social content.

- ▶ **Engagement campaign
(2 July – 7 September)**

One social platform is available for this campaign type

- ▶ **Subject engagement boost**

A four-week campaign on one social platform

Your package will specify the available platforms for your use. Depending on the package selected you have the option to utilise Meta, Google Display Network, Snapchat, YouTube, and TikTok.

Please note, Google Display is not suitable for retargeting. It can be run with standard and responsive display to maximise ad coverage. Please supply a minimum of 3 standard display sizes and 1 responsive ad content.

DEADLINE: 10 JUNE

**Please contact the Paid Media Team
with queries (paidmedia@ucas.ac.uk)**

For any 2 stage campaigns, please supply new creative for the second phase by **30 July**



PAID MEDIA TYPE

CLEARING PACKAGE TYPE	PAID MEDIA	RECOMMENDATIONS
Complete – Package 1	Three-stage multichannel campaign (Three channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply minimum of 5 creatives per platform, including video, for 2 or 3 stage retargeting campaign
Complete – Package 2	Two-stage multichannel campaign (Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
Complete – Package 3	Two-stage campaign (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
Complete - Package 4	Engagement campaign (One channel: Meta, Snapchat, TikTok, YouTube)	Please supply between 3-5 assets
Specialist audience - Audience focus	Two-stage multichannel campaign (Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply maximum of 5 creatives per platform, including video, for 2-stage retargeting campaign
Specialist audience – SQA	Engagement campaign (One channel: Meta, Snapchat, YouTube)	Please supply between 3-5 assets
Subject-specific - Tier 1	Subject engagement campaign (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Subject packages: Please supply between 3 -5 creatives / formats for each channel selected
Subject-specific – Tier 2	Flex option: Subject engagement boost (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube) – four-week campaign	

META (FACEBOOK & INSTAGRAM)

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

SINGLE IMAGE

- ▶ **Image size**
1080x1080px (Feed) & 1080x1920px (Stories)
- ▶ **Image ratio**
1:1 (Feed) & 9:16 (Stories)
- ▶ **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 or before 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

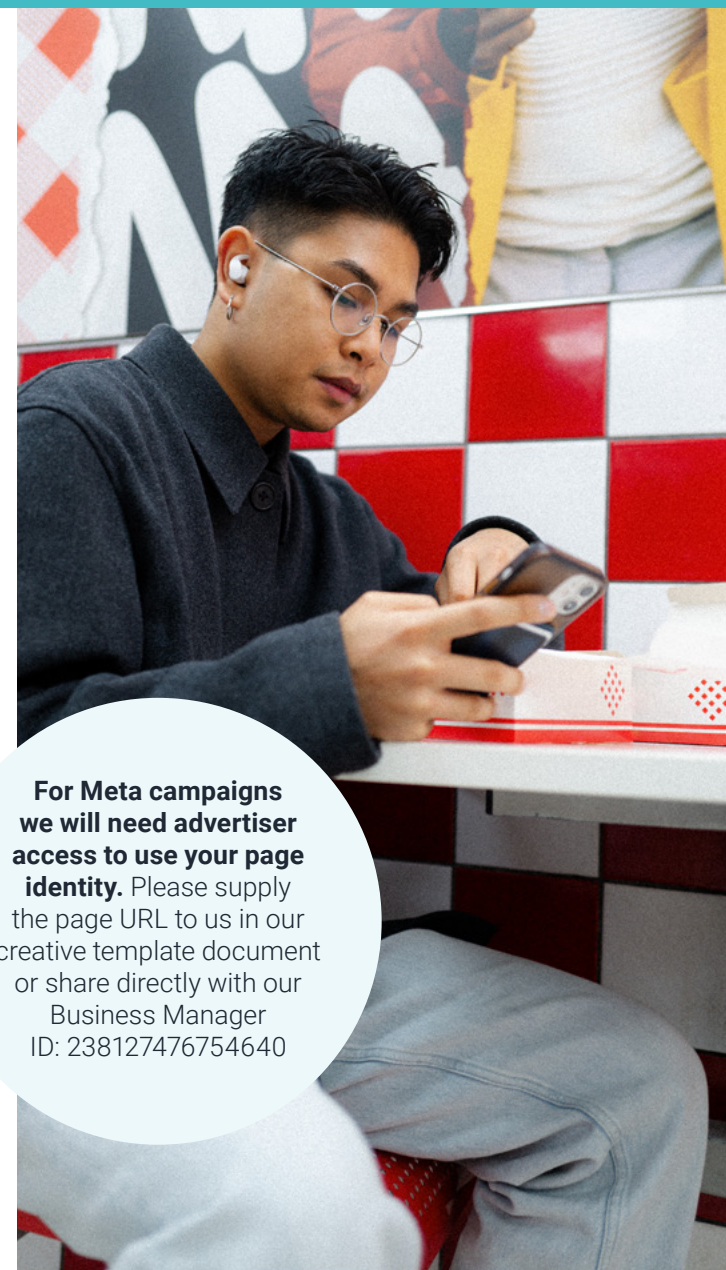
For each creative we also require at least 1 each of the following:

TEXT

- ▶ **Primary text**
125 characters (Including spaces)
- ▶ **Headline**
25 characters (including spaces)
- ▶ **Link description**
30 characters (including spaces)
- ▶ Landing page URL, UTM or tag per creatives

All creatives can either be provided in video format or as 1 single image, 1 video and 1 carousel. Copy can be applied to all creatives, or separate variants can be supplied for each creative. Meta recommend prioritising video content.

URLs / UTMs can also be applied to all creatives (as well as copy)



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

SNAPCHAT MINIMUM VIABLE CREATIVES

To run effective Snapchat campaigns, please supply a minimum of 1 of the following:

SINGLE IMAGE

- ▶ We can repurpose stories image content from Meta & Snapchat if you are running a multichannel campaign.
- ▶ **Image size**
1080x1920px
- ▶ **Image ratio**
9:16
- ▶ **File type**
.png or .jpg
- ▶ **File size**
.5MB max

SINGLE VIDEO

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

- ▶ **Video length**
3 - 180 secs 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 (including spaces)
- ▶ **Headline**
34 characters max (including spaces)
- ▶ Landing page URL, UTM or tag either per creative, or to be applied to all creatives (including spaces)

Both creatives can be in video format or 1 single image and 1 video. Copy can be applied to all creatives, or separately for each. URLs / UTMs can also be applied to all creatives (as well as copy)



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 (including spaces)
- ▶ **Number of single image or videos**
3 – 20
- ▶ **Logo**
Accepted format: .png
Dimensions: 933w x 284h pixels
- ▶ **Background image**
Accepted format: .png
Dimensions: 360w x 600h pixels minimum
Aspect ratio: 3:5
- ▶ **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

To run effective Google Display Network (GDN) campaigns, please supply a minimum of 1 of the following:

STANDARD DISPLAY AD

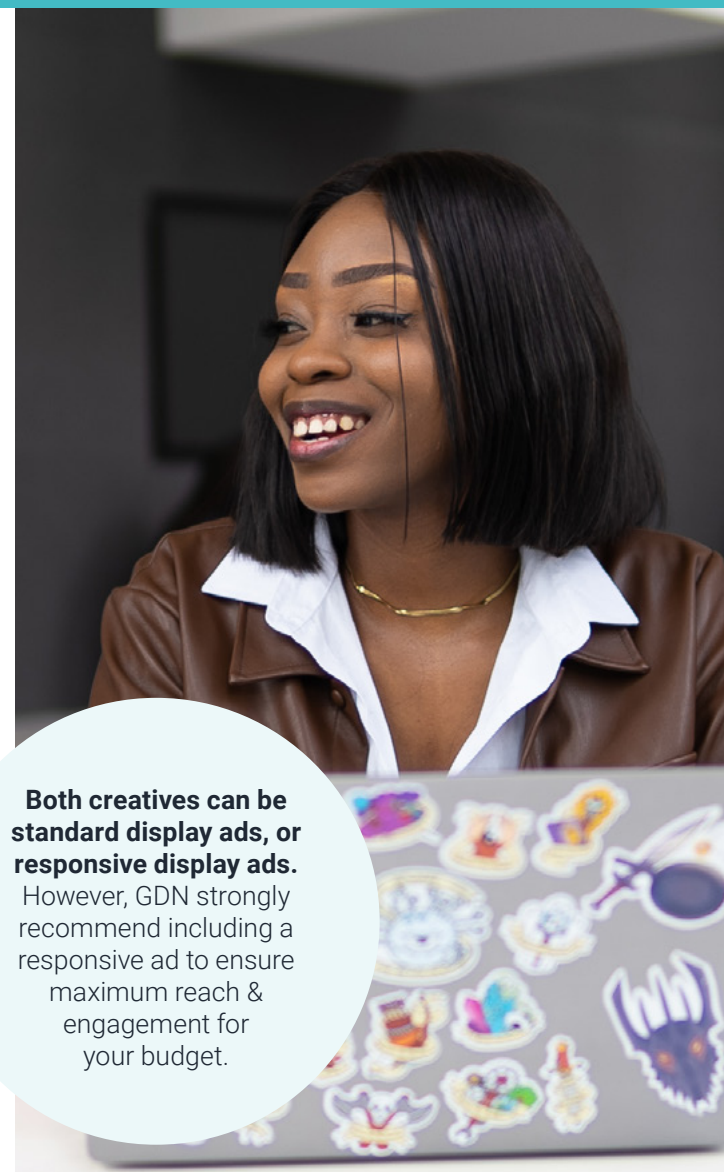
- ▶ **Image sizes**
300x250px, 336x280px, 728x90px, 300x600px, 320x100px, 250x250px, 200x200px, 468x60px, 120x600px, 160x600px, 970x90px, 320x50px
- ▶ **File type**
.PNG .JPG or .GIF (for HTML5, please contact paidmedia@ucas.ac.uk)
- ▶ **Animation length**
30 secs or less, less than 5FPS and single rotation
- ▶ Landing page URL, UTM or tag per creative
- ▶ **File Size**
150kb or under

Google strongly recommends including a responsive ad. [Click here](#) for more information

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 variants. 5 recommended for maximum reach & engagement)**
30 characters (including spaces)
- ▶ **Long headline (1 only)**
90 characters (including spaces)
- ▶ **Description (2-5 variants. 5 recommended for maximum reach & engagement)**
90 characters (including spaces)
- ▶ **Business name**
25 characters (including spaces)
- ▶ **Image ratios 2-5 variants. (5 recommended for maximum reach & engagement)**
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

Both creatives can be standard display ads, or responsive display ads. However, GDN strongly recommend including a responsive ad to ensure maximum reach & engagement for your budget.



YOUTUBE & VIDEO MINIMUM VIABLE CREATIVES

All video content must be hosted on YouTube, with the relevant YouTube URL supplied. 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*

- ▶ Reach your target UCAS audience with a skippable ad to generate high brand recall among new audiences, or use non-skippable ads to deliver a longer, clearer message to a retargeted audience who have already been exposed to your brand.
- ▶ **YouTube video URL**
- ▶ **Call-to-action**
10 characters (including spaces)
- ▶ **Headline**
15 characters (including spaces)
- ▶ **Companion banner size**
300px x 60px

- ▶ **Companion banner file size**
150kb max

- ▶ Landing page URL, UTM or tag per creative
- ▶ 15 seconds or under

BUMPER VIDEO AD

- ▶ Reach your target audience on YouTube and the GDN quickly with a video of 6 seconds or less (in a non-skippable format). Bumper ads are also shown across various placements on the Google Display Network, in addition to YouTube.
- ▶ **YouTube video URL**
- ▶ **Call-to-action**
10 characters (including spaces)

- ▶ **Headline**
15 characters (including spaces)
- ▶ **Companion banner size**
300px x 600px
- ▶ **Companion banner file size**
150kb max
- ▶ Landing page URL, UTM or tag per creative
- ▶ 6 seconds or under

All YouTube campaigns are delivered on a CPV or CPM basis.
In terms of engagement, YouTube views are more measurable than clicks, as someone can watch a video and take action without liking it or clicking any links.

*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*

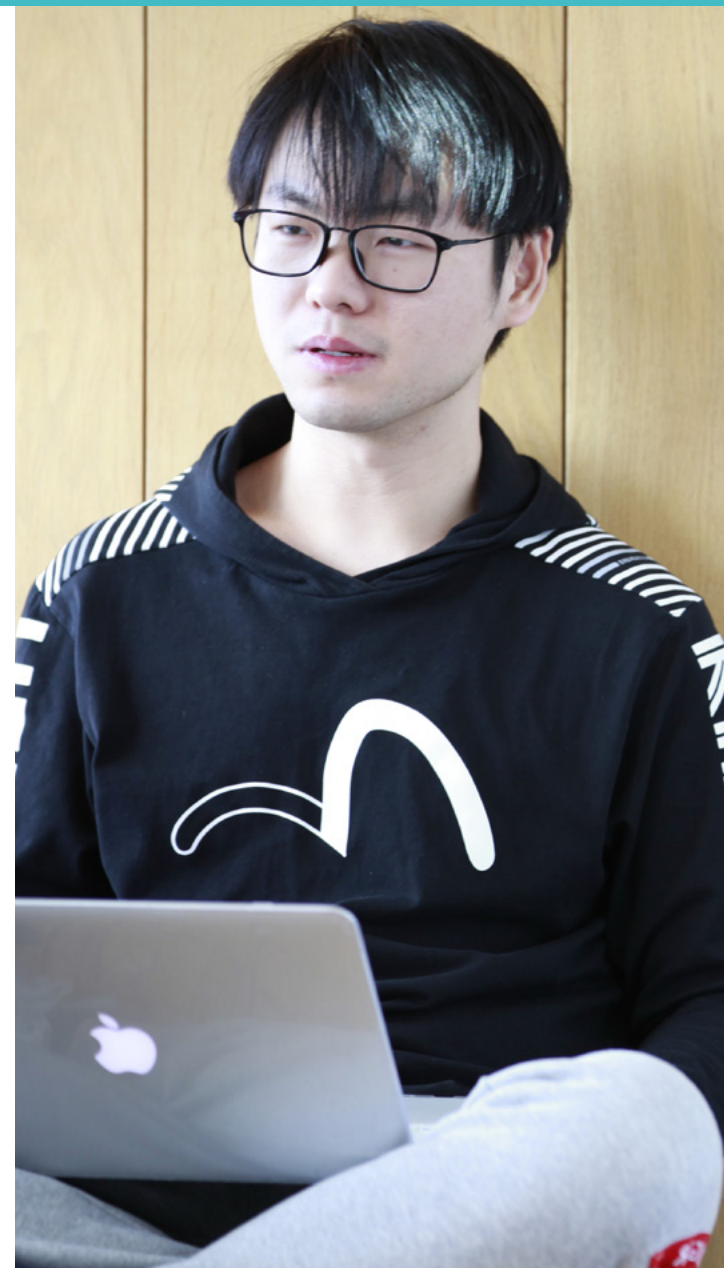
- ▶ A sequence of videos shown in sequence. Attract your target UCAS audience with a short video ad, then inspire them with a long video ad, then direct them to action with another final shorter video ad.
- ▶ **YouTube video URL:**
2 x short video, 1 x long video
- ▶ **Video lengths:**
Short video - 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 (including spaces)
- ▶ **Description**
100 characters (including spaces)
- ▶ **Call-to-action**
15 characters (including spaces)
- ▶ Landing page URL, UTM or tag per creative

*Subject to campaign package and paid media team agreement. YouTube channel must be linked to our client ad account.
URLs / UTMs can also be applied to all creatives (as well as copy)



TIKTOK MINIMUM VIABLE CREATIVES

To run effective TikTok campaigns, please provide at least 1 video ad that meets the following specifications:

VIDEO AD

- ▶ TikTok videos ads display across popular placements, including the For You in-feed and TopView placements.
- ▶ **Ad composition:**
Video creative & 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)

You can supply just 1 video, but we recommend providing 2 or 3 so we can optimise for the one that engages our audience the most, maximising your investment.

- ▶ **File Type:**
.mp4, .mov, .mpeg, .3gp, or .avi
- ▶ **Video length:**
5-60s allowed. We suggest short videos of 9-15s
- ▶ **Bitrate:**
More than 519kpbs
- ▶ **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
(including spaces)
- ▶ **Ad description**
1 - 100 characters (including spaces). No emojis

For TikTok campaigns we will need an account identity linked to your advertiser.

Please provide the TikTok account username or profile URL in the creative template, or share access directly to our TikTok Ads Manager
Account ID: UCAS
ID: 7000007853612236802



TIKTOK ADDITIONAL CREATIVES

To utilise more dynamic creative placements across TikTok, you can also provide us with the following:

STANDARD IMAGE CAROUSEL AD

- ▶ **Images:**
Minimum of 2, and a maximum of 35 images
Acceptable formats: JPG/.JPEG or .PNG
Suggested file size ≤100 KB.
- ▶ **Image resolution:**
Horizontal: 1200x628px
Square: 640x640px
Vertical: 720x1280px
- ▶ **Music Requirements:**
See Music Options for Carousel Ads below.
Music is required for standard carousel ads (will play back on a loop).
- ▶ **Duration:**
Over 3 seconds
- ▶ **Supported File Types:**
.mp3, .wav, .m4a, .flac
- ▶ **Music length:**
Up to 10 minutes
- ▶ **Music format:**
MP3
- ▶ **Ad Requirements:**
Only allows one ad caption and call-to-action for all images. One URL for all images. Music can be chosen from the selection that TikTok provide us (we will send you 2-3 options to choose from), or you can supply your own.
- ▶ **Find out more about TikTok**
Carousel ads:
[Click here](#)

