

UCAS

UCAS DISCOVERY EVENTS MARKETING SPECIFICATIONS 2026



MARKETING SPECIFICATIONS - BEFORE THE EVENT

DISPLAY ADS ON UCAS.COM

- ▶ **Dimensions:** 300 x 250 pixels – MPU
- ▶ **Files accepted:** Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL:** Please provide a working click-through link
- ▶ **Animation/looping:** Static at 30 seconds
- ▶ **Frame rate:** 24 FPS
- ▶ **Video:** Not accepted
- ▶ **Max. file size:** 400kb

SOLUS EMAILS

Requirements:

- ▶ HTML file: 600px wide creative HTML
- ▶ 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 proof email to
- ▶ A creative less than 75KB (incl. images)
- ▶ Ensure href attributes are contained within <a> tags
- ▶ Clear subject line and pre-header
- ▶ Please ensure the UCAS header and footer are incorporated into your HTML where responsive code is used – ask your account manager for further information.

STUDENT REMINDER EMAILS

Requirements:

- ▶ Title copy
- ▶ Image JPG/GIF (246 x 246 pixels)
- ▶ Text copy (15 words exc. Spaces)
- ▶ Link copy (5 words) with URL hyperlink
- ▶ Content should promote attendance information, stand information and what students can expect.

SMS

Requirements:

- ▶ UCAS intro Text (provided): SPONSORED
- ▶ Message copy (93 characters inc. spaces)
- ▶ UCAS Opt Out Text (provided): To opt out text UCASSTOP to ####.
- ▶ URL
- ▶ Content should promote attendance information and stand information and number.

MARKETING SPECIFICATIONS - DURING THE EVENT

WELCOME VIDEO

Requirements:

- ▶ Video clip that plays on loop (no sound available)
- ▶ Resolution: 1080 x 1920
- ▶ Length: 10 second loop max, File .mp4 or .mov

STAGE VIDEO

Requirements:

- ▶ Video clip 16:9 format (sound available)
- ▶ Resolution 1280 x 720 or 1920 x 1080
- ▶ Length: 30 seconds max, File .mp4, .mov or .avi

"YOU ARE HERE" BOARD INFO

Requirements:

- ▶ Full colour eye-catching exhibitor logo
- ▶ File: 300dpi JPG, EPS or hi-res PDF

EXHIBITOR ENHANCED PROFILE LISTING

Requirements:

- ▶ Full colour eye-catching exhibitor logo
- ▶ File: 300dpi, JPG, EPS or hi-res PDF

EXHIBITOR GUIDE INSIDE PAGE ADVERT

Requirements:

- ▶ Full colour design print-ready PDF or A6 EPS
- ▶ Z card format

EXHIBITOR GUIDE BACK PAGE ADVERT

Requirements:

- ▶ Full colour design print-ready PDF or A6 EPS
- ▶ Z card format

FLOOR TILES

Requirements:

- ▶ Full colour design high-res PDF with 6mm bleed
- ▶ Size: 600 x 600mm or 1000 x 1000mm
- ▶ Content should be branded and will be displayed as 5 identical tiles in high traffic areas

HANGING BANNERS

Requirements:

- ▶ Full colour design high-res PDF for full digital print
- ▶ Size: 2000 x 5700mm
- ▶ Available as double-sided vinyl banners.

MARKETING SPECIFICATIONS - DURING THE EVENT

DATA SCANNING

Requirements:

- ▶ Use your own handheld mobile device – making it easier (if you don't have one, one can be provided for you)
- ▶ One licence per device per event – flexible bundle options are available
- ▶ Access to data on the day of the event (subject to internet connection)
- ▶ Functionality to make notes on an individual once scanned
- ▶ Visit the website for more details of the service and how to access data.

MARKETING SPECIFICATIONS - AFTER THE EVENT

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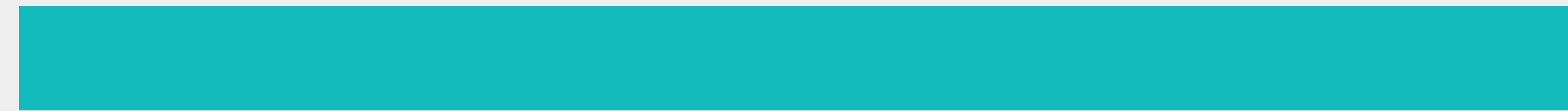
PAID MEDIA

Requirements:

- ▶ Re-targeting campaign taken from first party student data
- ▶ Available channels include Facebook, Instagram, Snapchat, TikTok, GDN and Youtube
- ▶ For further information, contact your account manager

KEY DATES

ARTWORK DEADLINES



- ▶ March events: Friday 9th January 2026
- ▶ April/May events: Friday 13th February 2026
- ▶ June/July events: Friday 10th April 2026
- ▶ August/September events: Friday 9th January 2026
- ▶ October/November events: Friday 7th August 2026

GET IN TOUCH

EVENTSSALES@UCAS.AC.UK



KATHRYN MEAD

Senior Events Sales
Manager
K.mead@ucas.ac.uk



KRISTI EAST

Industry and Education
Events Sales Manager
K.east@ucas.ac.uk



JO DARK

Account Manager
J.dark@ucas.ac.uk



TOR BOYES

Account Manager
V.boyes@ucas.ac.uk



JONNY KING

Industry and Education
Event Sales Manager
J.king@ucas.ac.uk