

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>` `</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

## 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>` `</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.

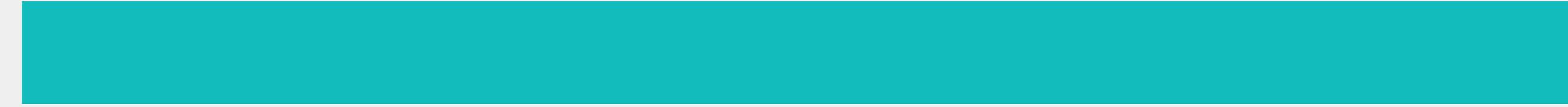
## PAID MEDIA

### 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 9<sup>th</sup> January 2026
- April/May events: Friday 13<sup>th</sup> February 2026
- June/July events: Friday 10<sup>th</sup> April 2026
- August/September events: Friday 9<sup>th</sup> January 2026
- October/November events: Friday 7<sup>th</sup> August 2026

# GET IN TOUCH

EVENTSSALES@UCAS.AC.UK

**KATHRYN MEAD**

Senior Events Sales  
Manager  
[K.mead@ucas.ac.uk](mailto:K.mead@ucas.ac.uk)

**KRISTI EAST**

Industry and Education  
Events Sales Manager  
[K.east@ucas.ac.uk](mailto:K.east@ucas.ac.uk)

**JO DARK**

Account Manager  
[J.dark@ucas.ac.uk](mailto:J.dark@ucas.ac.uk)

**TOR BOYES**

Account Manager  
[V.boyes@ucas.ac.uk](mailto:V.boyes@ucas.ac.uk)

**JONNY KING**

Industry and Education  
Event Sales Manager  
[J.king@ucas.ac.uk](mailto:J.king@ucas.ac.uk)