PAID MEDIA

SPECIFICATIONS & CREATIVE TOP TIPS

UCAS paid media specifications
for Facebook & Instagram (Meta),
Snapchat, Google Ads, and TikTok

UCAS

META (FACEBOOK & INSTAGRAM) MINIMUM VIABLE CREATIVES

To run effective Meta (Facebook & Instagram) campaigns, please supply <u>three of the following</u>:

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

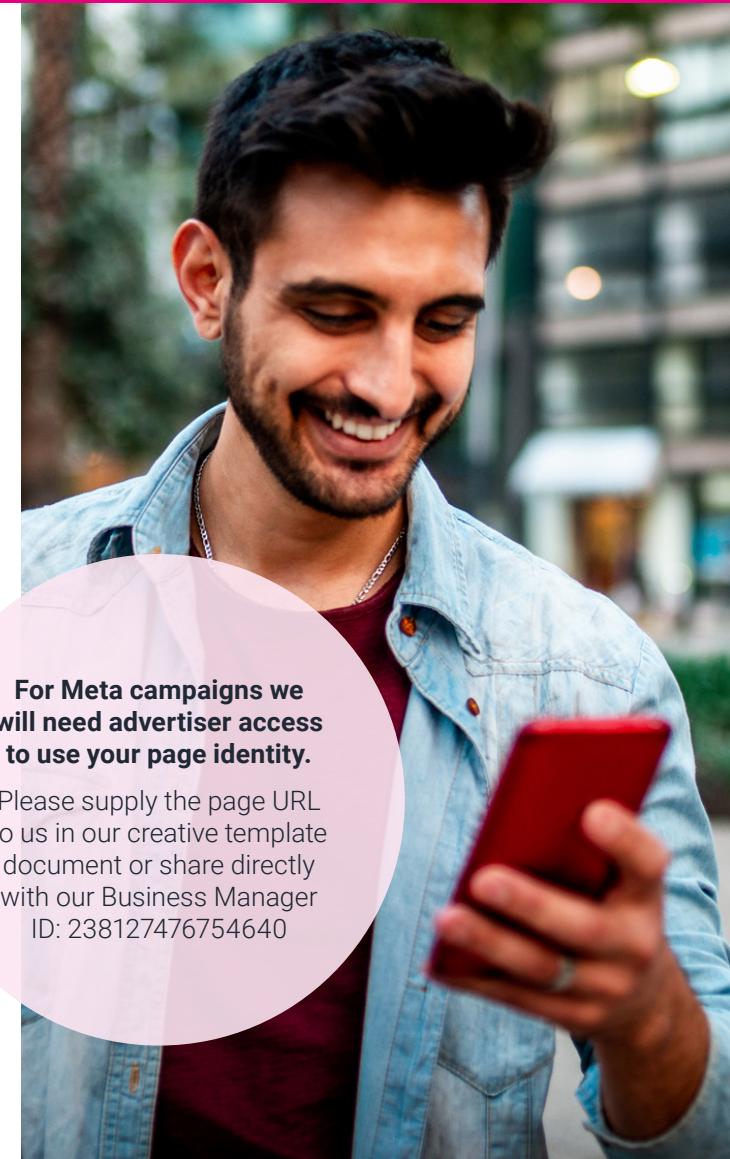▶ **Animation/looping**
Static at or before 30 seconds

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:

COPY FOR CREATIVES

▶ **Primary text**
125 characters (including spaces)

▶ **Headline**
25 characters (including spaces)

▶ **Link description**
30 characters (including spaces)

▶ Landing page URL, UTM or tag per creative

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

*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.

META (FACEBOOK & INSTAGRAM) ADDITIONAL CREATIVES

To create a more dynamic campaign and increase performance potential, you can also provide the following:

POLL ADS FOR IMAGE AND VIDEO

(Facebook feed & Instagram stories placements only):

- **Poll question**
  80 character limit (including spaces)

- **2 poll answers**
  24 character limit per answer (including spaces)

OFFER AD*

- Promote offers to your target audience to encourage people to shop. Utilise unique promo codes they can save and get reminders for. For full specs please contact your account manager.

- **More information:**
  Click here

CLICK TO CALL / MESSAGE

- You can use call or Messenger ads to encourage direct engagement with your business and generate leads.

- **Call**
  Provide the number complete with country code.

- **WhatsApp message**
  Message ads require a WhatsApp business account connected to your Facebook page.

- **Facebook Messenger message**
  These will open and deliver directly into the page's Messenger inbox.

LEAD ADS*

- Use an instant form that drives leads through pre-populating basic user details such as email, phone number and address. These are useful for driving upper funnel leads to pull into a CRM system user journey. For full specs please contact your account manager.

- **More information:**
  Click here

INSTANT EXPERIENCE*

- Great for slow or non-mobile optimised page speeds or to show more information quickly. For full specs please contact your account manager directly.

- **More information:**
  Click here

*Subject to campaign package and paid media team agreement.

SNAPCHAT MINIMUM VIABLE CREATIVES

To run effective Snapchat campaigns, please supply <u>2 of the following</u>:

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:

COPY FOR CREATIVES

- **Brand name**
  25 characters max (including spaces)

- **Headline**
  34 characters max

- 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.

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. These should progress with each slide to showcase your brand's offering 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:**
Click here

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:**
Click here

*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 <u>2 of the following</u>:

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.
<u>Click here for more information</u>

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.
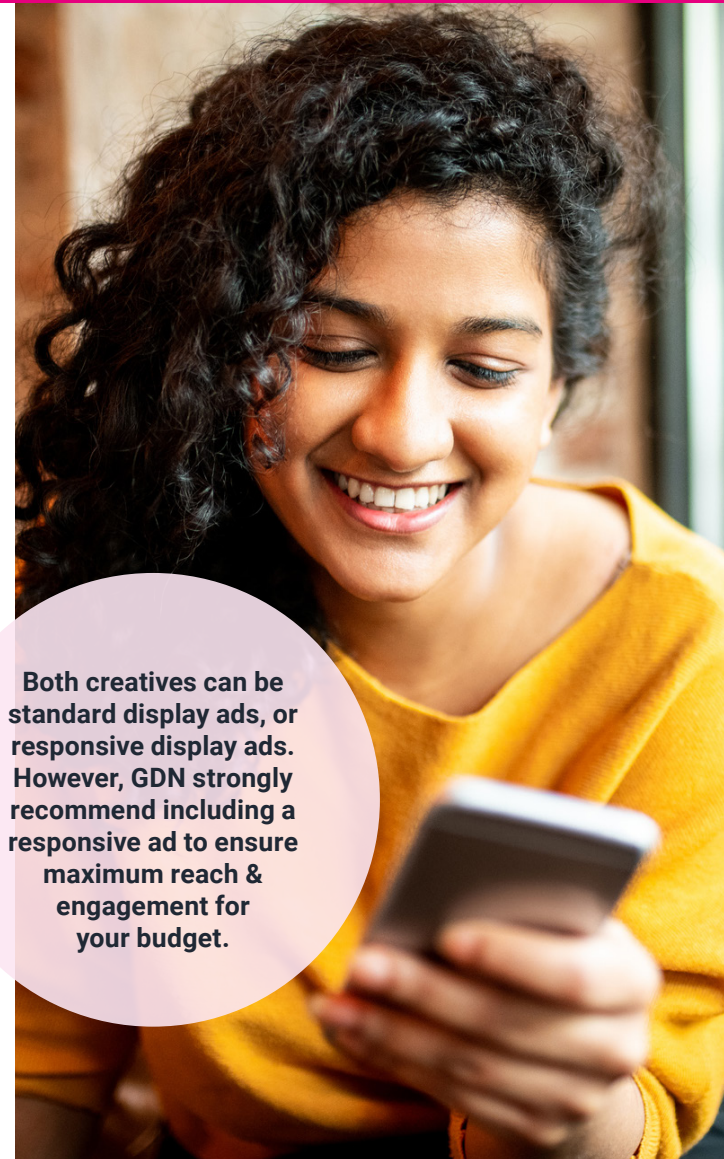
GOOGLE DISPLAY NETWORK ADDITIONAL CREATIVES

To utilise more dynamic platform placements across the Google Display Network, you can also provide us with the following:

LEAD FORM EXTENSION*

▶ Use an instant form to capture user details (e.g., email address, phone number, and home address) and generate leads. These leads are then filtered into your CRM system's user journey†. For full specs, please contact paidmedia@ucas.ac.uk.

†Suitable for upper-funnel / warm leads only.

▶ **More information**
Click here

DISCOVERY DISPLAY ADS (GMAIL)**

▶ Discovery campaigns let you share your brand's story with your target UCAS audience across Google's feeds when they're open to discovering new products and services. This now includes Gmail and is the only format that can run across Gmail inboxes. This can be in single image or carousel format:

Single image

▶ **Headline (2-5 variants. (5 recommended for maximum reach & engagement)**
40 characters (including spaces)

▶ **Description (2-5 variants. (5 recommended for maximum reach & engagement)**
90 characters (including spaces)

▶ **Image ratios (we can use up to 20 images)**
1.91:1, 1:1, 4:5

▶ **Logo image ratios (only 1 variant available)**
1:1

▶ Landing page URL, UTM or tag per creative

Carousel image

▶ A carousel displays your images in order, so each image should either tell your brand's story or clearly highlight the benefits of your offering.

▶ **Headline (only 1 required)**
40 characters (including spaces)

▶ **Description (only 1 required)**
90 characters (including spaces)

▶ **Image ratios (we can use up to 10 images)**
1.91:1, 1:1

▶ **Logo image ratios (only 1 required)**
1:1

▶ **Image file type**
.png, .jpg

▶ Landing page URL, UTM or tag per creative

YOUTUBE & VIDEO MINIMUM VIABLE CREATIVES

All video content must be hosted on YouTube, with the relevant YouTube URL supplied (Dos and Don'ts of writing your CV).
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**
(e.g. https://www.youtube.com/watch?v=ZP-PXEqpAlo, **rather than sending a raw video file)**

▶ **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 60px

▶ **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 Network including Google Partner sites you can also provide us with the following:

SEQUENCE VIDEO AD*

▶ Shown one after the other, attract your target UCAS audience with a short video ad, then inspire them with a longer, more detailed ad, followed by a final shorter video ad to encourage action or conversion.

▶ **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 reach your target UCAS audience on Google Partner sites, using mobile-only video ads.

▶ **Hosted YouTube video URL**
e.g. **https://www.youtube.com/watch?v=ZP-PXEqpAlo**

▶ **Logo image ratio**
1:1

▶ **Logo image size**
200px x 200px

▶ **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 the client's UCAS ad account.

TIKTOK MINIMUM VIABLE CREATIVES

To run effective TikTok campaigns, please provide at least one video add that meets the following specifications

VIDEO AD

- TikTok video ads display across popular placements, including the for you and feed and top view placements

- **Ad composition:**
  Video creative and ad description

- **Aspect ratio:**
  9:16, 1:1, (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)

- **File type:**
  .mp4, .mov, .mpeg, .3gp or .avi

- **Video length:**
  5-60s allowed. We suggest short videos of 9 to 15 seconds.

- **Bitrate:**
  More than 516KPBS

- **File size:**
  smaller than 50 KB

- **Profile image:**
  Aspect ratio 1:1
  File type: .jpeg, .png
  File size: smaller than 50 KB

- **Brand name:**
  2-20 characters including spaces

- **Add description:**
  1-100 characters including spaces (no emojis)

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

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