

UCAS

CREATE YOUR FUTURE 2026 ARTWORK SPECIFICATIONS 2026

CREATE YOUR FUTURE London: 13-14 October 2026

CREATE YOUR FUTURE Manchester: 10-11 NOVEMBER 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

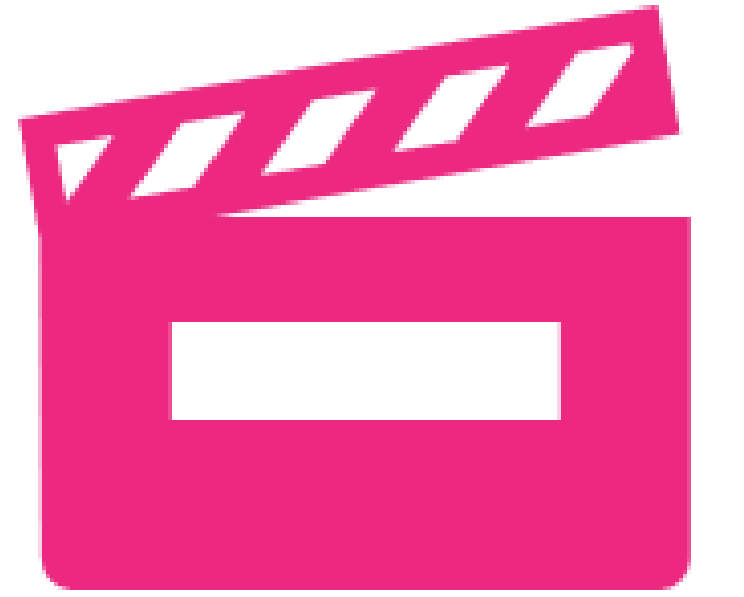
Requirements:

- ▶ 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

LIVE LOUNGE 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 SPACE

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 AD

Requirements:

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

EXHIBITOR GUIDE BACK PAGE AD

Requirements:

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

HANGING BANNERS

Requirements:

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

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

MARKETING SPECIFICATIONS DURING THE EVENT

CREATIVE TALK SESSIONS

Interactive workshops:

- ▶ Workshops should allow visitors to participate physically.
- ▶ Each session should be a maximum of 30 minutes.
- ▶ Title and overview of the talk (20 word maximum), should be provided to the events team ahead of the event.
- ▶ Each workshop will require a risk assessment to be completed (please contact the events team for more information).

Student talks:

- ▶ Talks should focus on creative subjects and/or the creative industries. These can be based on real life experiences from graduates, or those working in the creative industries after university).
- ▶ Each session should be a maximum of 30 minutes.
- ▶ Title and overview of the talk (20 word maximum), should be provided to the events team ahead of the event.



MARKETING SPECIFICATIONS DURING THE EVENT

LIVE LOUNGE STAGE PERFORMANCES

Requirements:

- ▶ Each performance should be a maximum of 30 minutes (plus a 10-minute setup period and a 5-minute breakdown period). You will be allocated a time slot ahead of the event.
- ▶ Music can be played during the performance (please contact the events team for audio details).
- ▶ Video (.mp4, .mov, or .avi), or documentation (16:9 format, resolution 1280 x 720 or 1920 x 1080), can be displayed on the stage screen.
- ▶ Title and overview of the performance (20 word maximum), should be provided to the events team ahead of the event.
- ▶ Each performance will also require a further detailed explanation of the performance and a risk assessment to be completed (please contact the events team for more information).
- ▶ DI boxes, Sm58s, Sm57s, condenser microphones, microphone stands, basic amplification, and an electric drum kit, will be supplied on stage.
- ▶ No full acoustic drumkits will be allowed, however, basic percussion is permitted.
- ▶ A sound engineer will be present for assistance.



MARKETING SPECIFICATIONS AFTER THE EVENT

BUSKER'S CORNER PERFORMANCES

Requirements:

- ▶ Each performance should be a maximum of 30 minutes.
- ▶ Students can either perform vocally or using musical instruments.
- ▶ Full acoustic drum kits are not permitted, however, small drums such as a cajon is accepted.
- ▶ Title and overview of the performance (20 word maximum), should be provided to the events team ahead of the event.
- ▶ Each performance will also require a further detailed explanation of the performance and a risk assessment to be completed (please contact the events team for more information).
- ▶ DI boxes, Sm58s, Sm57s, microphones, microphone stands, basic amplification, and power will be supplied on stage.



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.



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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

ADD-ONS BOOKING AND ARTWORK DEADLINES



Create Your Future London – **Friday 14 August 2026**

Create Your Future Manchester – **Monday 14 September 2026**

GET IN TOUCH

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