

DIRECT MAIL

GUIDELINES

UCAS



THANK YOU

Thank you for choosing to advertise with UCAS.

Please take the time to read the following direct mail specification guidelines before submitting creatives to us. These guidelines contain the relevant information to help you deliver a suitable direct mail creative.

All mailings and their content are subject to approval by UCAS.

THE BRIEF

Your account manager needs to know the following to ensure we make the best recommendation and get the right quote for you:

- ▶ **Item purpose:** What outcomes do you want to achieve?
- ▶ **Which services do you require?**
We can provide print or mailing services, or both together.
- ▶ **Target audience:** Your account manager will work with you to define the audience you need to target.

- ▶ **Quantity:** How many are you sending, and how many versions of the mailing will there be?
- ▶ **Format:** Will the items arrive at the printer folded or flat? If items are sent flat and need folding, an additional cost will be incurred.
- ▶ **Postage requirements:** When do you need your campaign to land?

IF YOU NEED US TO PRINT YOUR CAMPAIGN

- ▶ Provide as much information as possible about how you expect the item(s) to be printed; full colour or mono, simplex or duplex, paper weight, size, thickness, dimensions, glossy or matt finish, etc.
- ▶ Ensure artwork is supplied as a PDF or JPEG. An In-Design version may be requested at a later date.
- ▶ If the mailing does not require an envelope, you'll need to include a UCAS disclaimer and return address on the item. Copy will be provided by your UCAS account manager.



SOME THINGS TO REMEMBER



- ▶ Once the mailing has been confirmed, you'll be advised where to send your stock. Please provide 3% of extra stock to allow for any spoils.
- ▶ As standard, for mailings that require an envelope, UCAS will insert all printed items into a white C5 envelope. All items should be pre-folded to A5 size unless specified.
- ▶ For non-standard packing (polybags, A4 envelopes, pillow packs), your account manager will be able to discuss the available options with you.
- ▶ All direct mail campaigns that require an envelope will be sent with a UCAS cover letter (printed in mono) stating that we hope the information provided is relevant and also offering an opt-out option. You may provide your own cover letter in addition to the UCAS one, or you can have an introductory line on our standard cover letter. Your account manager will be able to provide an example. Additional copy should not run over two pages as this will incur additional cost.

We aim to fulfil your mailing within three weeks of it being booked, provided a full brief is delivered as per this specification, and no revisions are made after the job has been confirmed.

For mailings deemed to be complex, we will advise a fulfilment timescale.

**In case of any queries, please contact:
Your UCAS account manager**