UCAS

CLEARING SOLUTIONS 2024

PAID MEDIA GUIDELINES



THANK YOU FOR CHOOSING TO ADVERTISE WITH UCAS

Please read the following specification guidelines before submitting creative to us. All adverts and their content are subject to approval by UCAS.

PLATFORMS FOR EACH CAMPAIGN:

2-stage multichannel campaign (5 July - 10 September)

The campaign runs across 2 delivery phases. This includes the full service tracking and strategic support.

2-stage retargeting campaign (5 July - 10 September)

The campaign runs across 2 delivery phases, retargeting students who engage with your video content.

Engagement campaign (5 July – 10 September)

One social platform is available for this campaign type

Subject engagement boost

A four-week campaign on one social platform

Your package will specify the available platforms for your use. Depending on the package selected you have the option to utilise Meta, Google Display Network, Snapchat, YouTube, and TikTok.

Please note, Google Display is not suitable for retargeting. It can be run with standard and responsive display to maximise ad coverage. Please supply a minimum of 3 standard display sizes and 1 responsive ad content.

DEADLINE: 14 JUNE

Please contact the Paid Media Team with queries (paidmedia@ucas.ac.uk)

For any 2 stage campaigns, please supply new creative for the second phase by **10 August**



PAID MEDIA TYPE

CLEARING PACKAGE TYPE	PAID MEDIA	RECOMMENDATIONS
Complete – Platinum	Two-stage multichannel campaign (Three channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
Complete – Gold	Two-stage re-targeting campaign (Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply minimum of 5 creatives per platform, including video, for 2-stage retargeting campaign
Complete - Silver	Two-stage re-targeting campaign (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
Complete - Bronze	Engagement campaign (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply between 3-5 assets
Specialist audience - Audience focus	Two-stage re-targeting campaign (Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply maximum of 5 creatives per platform, including video, for 2-stage retargeting campaign
Specialist audience – SQA	Engagement campaign (One channel: Meta, Snapchat, YouTube)	Please supply between 3-5 assets
Subject-specific - Gold	Subject engagement campaign (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Subject packages: Please supply between 3 -5 creatives / formats for each channel selected
Subject-specific – Silver	Subject engagement campaign (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
Subject-specific – Bronze	Flex option: Subject engagement boost (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube) – four-week campaign	

FACEBOOK & INSTAGRAM MINIMUM VIABLE CREATIVES

In order to run your Facebook & Instagram campaigns we will require a minimum of 3 from the following:

SINGLE IMAGE

- Image size 1080x1080px
- Image ratio
- File type .png or .jpg

CAROUSEL

- Image / video size 1080x1080px
- Image / video ratio1:1. Best practice 3-6 carousel cards
- Animation/looping Static at 30 seconds

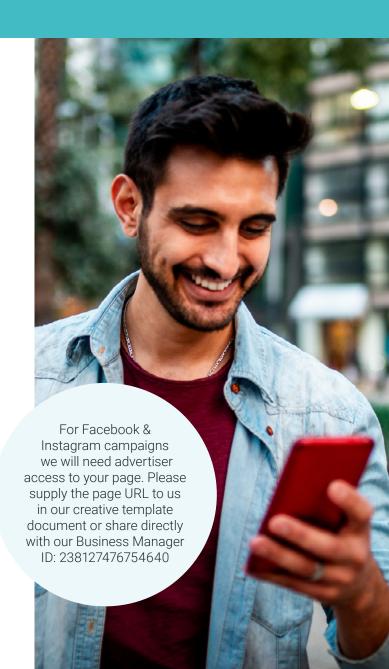
VIDEO

- Video length60 secs max (optimum under 30 secs)
- Video ratio9:16 (Stories), 4:5 (feed), 1:1 (Feed)
- File type .mov or .mp4

For each of the above formats we also require:

TEXT

- Primary text
 125 characters
- Headline25 character
- Link description
 30 characters
- ► Landing page URL, UTM or tag per creatives



SNAPCHAT MINIMUM VIABLE CREATIVES

In order to run your Snapchat campaigns, we will require a minimum of 2 from the following:

SINGLE IMAGE

- Easy to create and repurpose image content from elsewhere. Ideal for a quick campaign turnaround or to complement video content.
- **Image size** 1080x1920px
- lmage ratio 9:16
- File type
 .png or .jpg
- File size

SINGLE VIDEO

Our preferred base 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:

TEXT

- Brand name25 characters max
- Headline34 characters max
- Landing page URL, UTM or tag per creative



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. Just ensure they link together and then provide us with the following in addition to your single image or video ads:
- Story title
 55 characters max
- Number of single image or videos 3 20
- More information https://forbusiness.snapchat.com/ advertising/ad-formats/story-ads

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 https://forbusiness.snapchat.com/ advertising/ad-formats/collection-ads



^{*}For e-commerce clients only. Subject to account manager and paid media team agreement

GOOGLE DISPLAY NETWORK MINIMUM VIABLE CREATIVES

In order to run your Google Display Network campaigns we will require a minimum of 2 from the following:

STANDARD DISPLAY AD

Image sizes

300x250, 336x280, 728x90, 300x600, 320x100, 250x250, 200x200, 468x60, 120x600, 160x600, 970x90, 320x50 (if you have other formats created for display network we will accept)

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

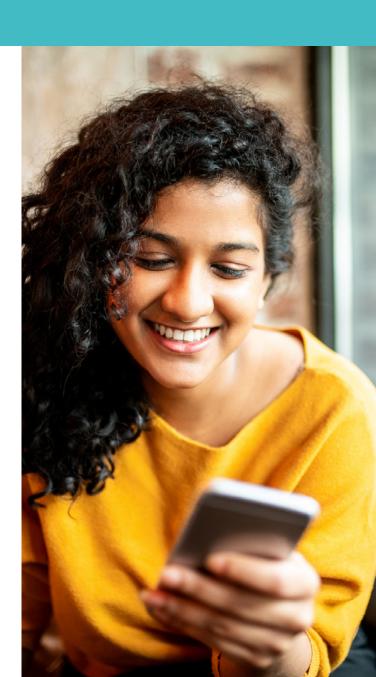
150kb or under

We also require a minimum of 1 variation or theme of the following:

Please note, Google Display is not suitable for retargeting. It can be run with standard and responsive display to maximise ad coverage. Please supply a minimum of 3 standard display sizes and 1 responsive ad content.

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)
 30 characters
- Long headline (1 only)
 90 characters
- Description (2 5)90 characters
- **Business name** 25 characters
- Image ratios (2 5 of each) 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



YOUTUBE & VIDEO MINIMUM VIABLE CREATIVES

All video content must be hosted on YouTube, with the relevant YouTube URL supplied. All video ads are bought, delivered and sold on a CPM or CPV basis. 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*

- Get in front of your target UCAS audience with skippable & non-skippable video. Skippable provides a less invasive experience and generates high brand recall, whereas nonskippable allows for a longer, clearer message but can provide a lesser user experience and will provide fewer impressions.
- YouTube video URL
- Call-to-action10 characters
- Headline15 characters
- Companion banner size 300px x 60px

- Companion banner file size
 150kb max
- Landing page URL, UTM or tag per creative
- ▶ 15s or under

BUMPER VIDEO AD

- Get in front of your target UCAS audience with a bit sized message. Videos must be under 6 seconds long and are nonskippable, appearing across a wide variety of placements in addition to YouTube.
- YouTube video URL
- Call-to-action 10 characters

- Headline
 15 characters
- Companion banner size 300px x 600px
- Companion banner file size 150kb max
- Landing page URL, UTM or tag per creative
- 6s or under

^{*}Choose one.

YOUTUBE & VIDEO ADDITIONAL CREATIVES

To utilise more dynamic video formats across YouTube and the wider Google video ecosystem, you can also provide us with the following:

SEQUENCE VIDEO AD*

- A sequence of videos shown in sequence.
 Attract your target UCAS audience with a short video ad, then inspire them with a long video ad, then direct them to action with another final shorter video ad.
- ➤ 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 are mobile-specific video ads that reach your target UCAS audience on Google partner sites.

- YouTube video URL
- Logo image ratio
- Logo image size 200px x 200px min
- Optimal video length10 15 seconds
- Headline80 characters
- Description100 characters
- Call-to-action
 15 characters
- Landing page URL, UTM or tag per creative

^{*}Subject to campaign package and paid media team agreement. YouTube channel must be linked to our client ad account.

TIKTOK MINIMUM VIABLE CREATIVES

In order to run your TikTok campaigns we will require a minimum of 1 of the below. Native and organic ad content is highly recommended on TikTok.

VIDEO AD

Video ads operate across the core TikTok in-feed placements as well as the BuzzVideo, TopBuzz and Babe placements.

Ad composition:

Video creative, ad display image, brand or app name, ad description

Aspect Ratio:

9:16, 1:1, or 16:9 (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 9-15s

Bitrate:

Greater than 516 kpbs

File size:

less than 500mb

Profile image:

Aspect Ratio: 1:1 File type: .jpg, .png File size: smaller than 50kb

Brand name

2 - 20 characters

Ad description

1 – 100 characters (no emojis)

