

# UCAS.COM DISPLAY

SPECIFICATIONS

UCAS



# THANK YOU

## Thank you for choosing to advertise with UCAS.

Please take the time to read the following display specifications, before submitting creative to us. These guidelines contain the relevant information to help you build a suitable creative to go on our website.

The UCAS Creative Acceptance Policy (CAP) is designed to ensure consistently high standards of advertising across all UCAS Media properties and platforms, and as such, all adverts and their content are subject to approval by UCAS.

Please speak to your account manager if you have any queries regarding specifications or examples of creative best practice.

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# RULES AND BEST PRACTICE

## Creatives must:

- ▶ be crisp and clear, with no blurred images, logos, or text
- ▶ have user click activated sound
- ▶ click into a new window
- ▶ if on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used)
- ▶ must become static at 30 seconds

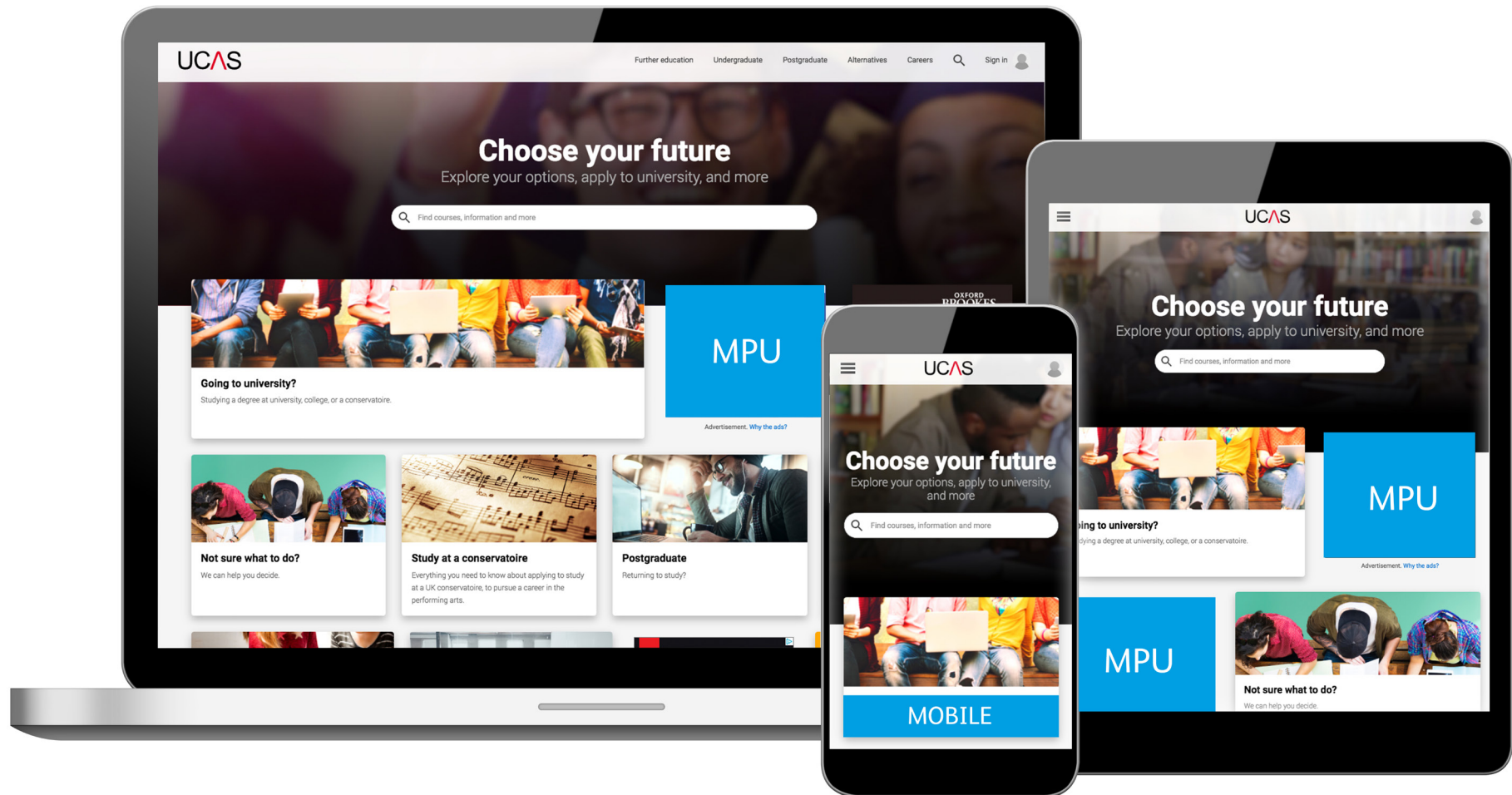
## Creatives must not:

- ▶ contain any type of alcohol, drugs, nudity, gambling, racism, or profanity
- ▶ link to competitors' websites, or contain any reference to competitors
- ▶ devalue the UCAS website / brand
- ▶ download, upload, install, or copy any software, programmes, or data
- ▶ exceed our specifications
- ▶ place tracking cookies on UCAS' websites or products – this is prohibited

**If you have multiple creatives, we have the ability to optimise your campaign or support your campaign effectiveness with an A/B test.**



# PLATFORMS

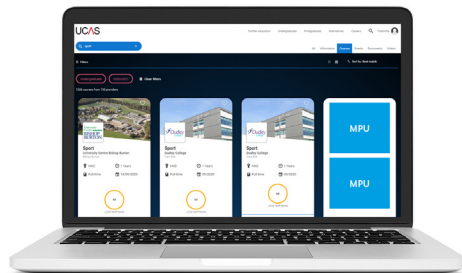


# UCAS.COM HOMEPAGE

Please supply MPU and mobile creative for homepage bookings.

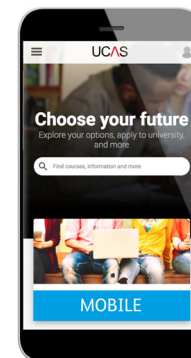
## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date



## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date





# UCAS.COM CONTENT PAGES

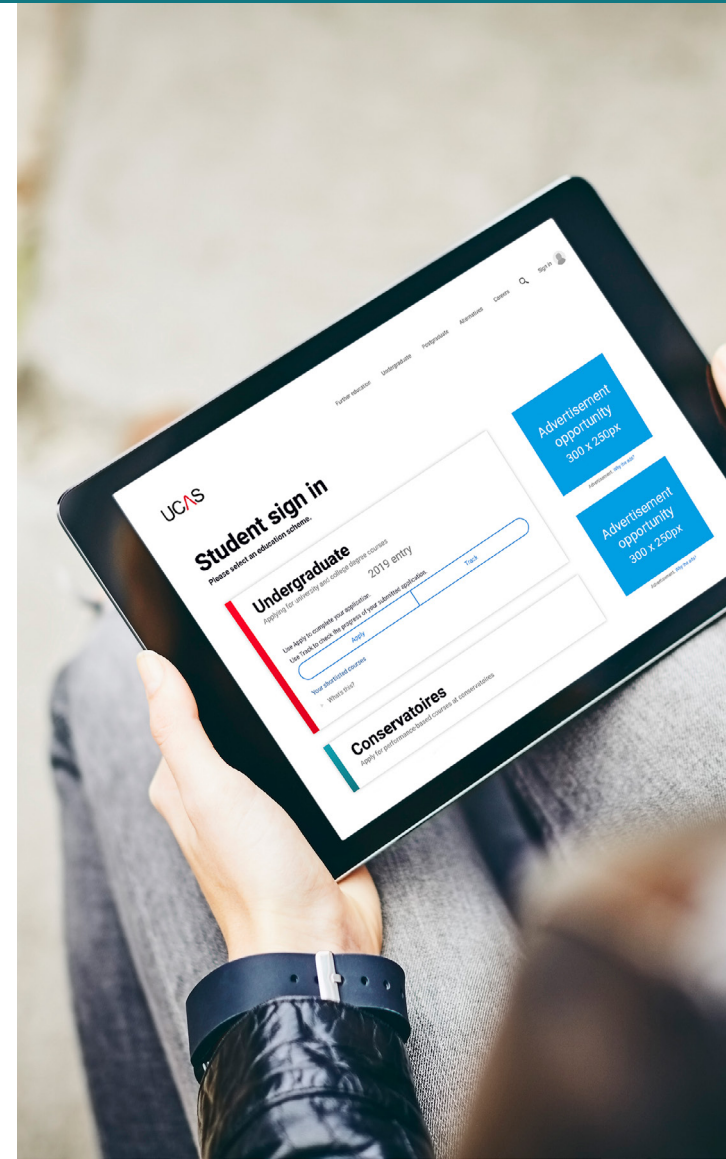
We require MPU and mobile creative for all content page bookings.

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Frame rate**  
24 FPS
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb

## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Frame rate**  
24 FPS
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb



# SPONSORED CONTENT LINKS

- ▶ **Thumbnail**  
100x100px static only – JPG / GIF / PNG only  
– please supply ALT text for the image
- ▶ **Click URL**  
Please provide a working click-through URL
- ▶ **Description**  
40 characters (incl. spaces)
- ▶ **Deadline**  
1 week before live
- ▶ **Background**  
If white/transparent, use black 1px border

These may be referred to as content links, sponsored content links, sponsored links, sponsored content, sponsored articles, or content article links.

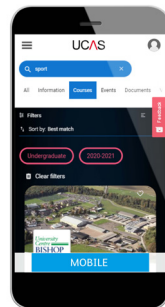


# SEARCH TOOL KEYWORDS

Please supply all 3 different creatives for your keyword bookings.

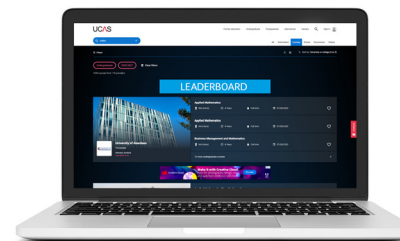
## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date



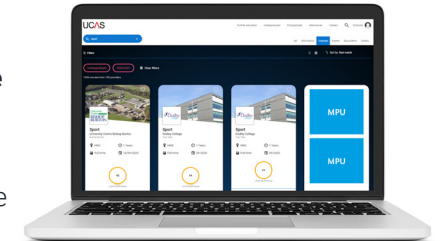
## LEADERBOARD

- ▶ **Dimensions**  
728 x 90
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date



## MPU

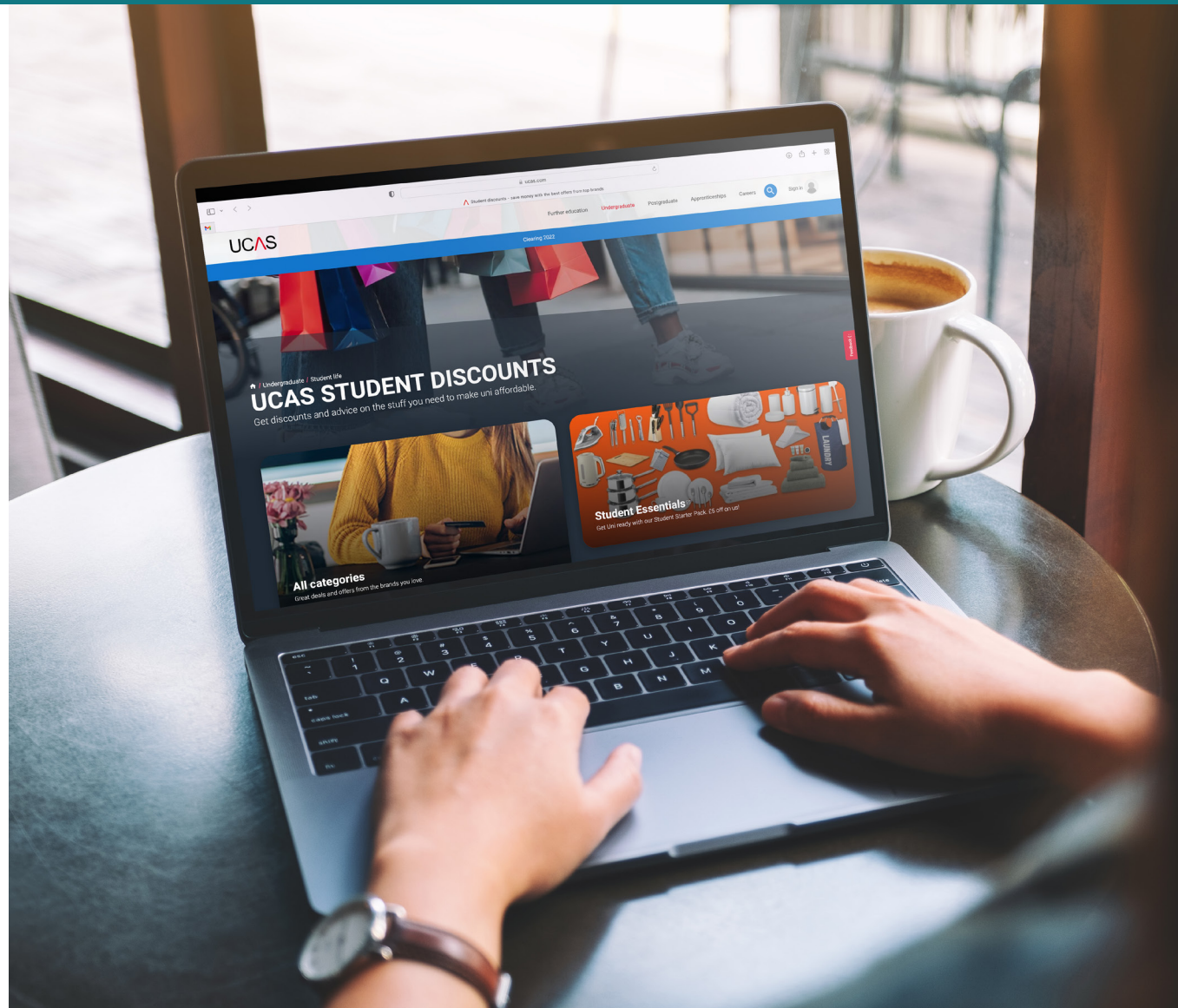
- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date





# STUDENT DISCOUNT PLATFORM

- ▶ **Creative**  
800x600px  
No copy or logos on the images
- ▶ **Title**  
20 characters of text
- ▶ **Body**  
45 characters of text (inclusive of spaces)
- ▶ **URL**  
Please provide a working click-through URL



# ACCOMMODATION SEARCH

## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent,  
use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## LEADERBOARD

- ▶ **Dimensions**  
728 x 90
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent,  
use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before  
live date

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent,  
use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before  
live date

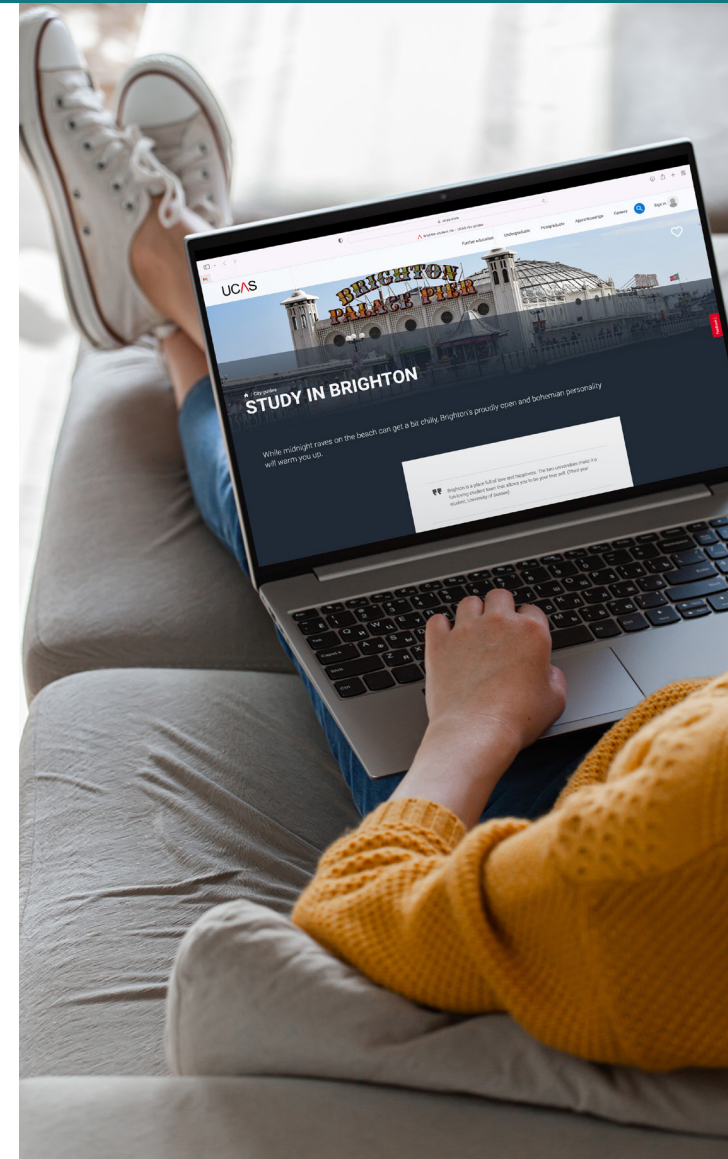
# CITY GUIDES / SUBJECT GUIDES

## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent,  
use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent,  
use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before  
live date





# IN APPLICATION ADS (FORMERLY TRACK)

Please supply MPU and mobile creative for this booking. This is a logged-in environment for students to monitor their application progress.

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date



# EVENTS & EXHIBITIONS DISPLAY CONTENT PAGES

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Max. file size**  
400kb
- ▶ **URL**  
Please supply a working click-through URL

## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Frame rate**  
24 FPS
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb



## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## LEADERBOARD

- ▶ **Dimensions**  
728 x 90
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date



# RUN OF SITE

## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## LEADERBOARD

- ▶ **Dimensions**  
728 x 90
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## SKYSCRAPER

- ▶ **Dimensions**  
160 x 600
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

# CAREERFINDER

## MOBILE

- ▶ **Dimensions**  
320 x 50
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## LEADERBOARD

- ▶ **Dimensions**  
728 x 90
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## MPU

- ▶ **Dimensions**  
300 x 250
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

## SKYSCRAPER

- ▶ **Dimensions**  
160 x 600
- ▶ **Files accepted**  
Third party tags, JPG, PNG, HTML5, and GIF
- ▶ **URL**  
Please provide a working click-through URL
- ▶ **Animation/looping**  
Static at 30 seconds
- ▶ **Background**  
If white/transparent, use black 1px border
- ▶ **Video**  
No
- ▶ **Max. file size**  
400kb
- ▶ **Deadline**  
1 week before live date

# HTML5

- ▶ All additional files to the HTML5 index should be hosted externally on the client / agency server, and referenced fully.
- ▶ When referencing external files, they should be on a secure server, and loaded through HTTPS.
- ▶ Click destination URL should be in the HTML index. This is so we are able to track clicks.
- ▶ Click destination URL must open to a new browser window.

## LOAD REQUIREMENTS

### Initial load size

50KB is strongly recommended for fastest initial load time.  
Up to 75KB maximum.

### Subsequent polite load size

Up to 1MB.  
Includes additional animation, autoplay, and /or call to action dynamic flash.

### User-initiated load size

Up to 1MB (animation / interaction).  
All videos must be progressive load.  
Cannot be streaming. Inclusion of a video progress bar, scrubber bar, or countdown times are highly recommended for optimal completion rate.

### CPU usage

Units containing Flash must not exceed 40% of a user's CPU.

Common causes of high CPU use are continued animation and heavy animation sequences.

## VIDEO / ANIMATION

### Autoplay animation / video

30 seconds. Can include 'Click to continue', 'Click to play', 'Click for sound', or 'Replay' buttons.

## ON-LOAD AUDIO

### User initiated video

No sound.  
Regardless of the video length, control buttons (mute / unmute and pause / play) are required, as well as an indicator of the video duration and elapse status.

### Actions on user click (video)

Once pause or stop is clicked, the video must stop. All sound and video should stop on exit click.

### Actions on user click (animation)

Animation must stop within 30 seconds after the interaction with it has ended. All sound and animation should stop on exit click.

## ATTRIBUTES

### Border and iFrame

Must stay within iFrame. Creatives with partially black or white backgrounds must have a visible border of a contrasting colour.

### Mouseover policy

No audio, video, or major functionality may be initiated on mouseover, and the cursor may not be altered in any way within the unit, unless the user has enabled any of these functionalities by an intentional interaction. Animation initiated in this manner must always be under the user's control. Animation must stop within 30 seconds after the user has moved their mouse off the ad, or the interaction with the ad has ended (this does not apply to video).

### Clickable mouseover policy

Clickable buttons in the ad can have a mouseover state change with animations under one second. Animation must be contained within the clickable button area. Buttons should not spin, change size, or contain overly disruptive animations. The button must activate functionality in the masthead creative.

### Backup image

- ▶ Required for all creative.
- ▶ A maximum file size of 45KB is strongly recommended for fastest initial load time (up to 75KB accepted).
- ▶ Backup images with partially black or white backgrounds must have a visible border of a contrasting colour.
- ▶ Must not have a close button.
- ▶ Animated GIFs not supported.



# IMPORTANT INFORMATION

- ▶ **Delivery deadlines**

If the delivery deadlines is missing, please be aware our campaign may go live late and / or under deliver.

- ▶ **Third party tags**

Third party creative must not be amended once live on the site without prior approval and agreement from the Paid Media Team. Geo-targeting and frequency caps are not supported when implemented by the third party side.

- ▶ **Third party tracking**

We accept third party click tracking for all formats, and third party impression tracking for all formats (except sponsored content or text links). Please note, if you have supplied third party tracking, there may be a discrepancy between our ad server stats and your data. IAB's discrepancy tolerance is +/-10%.

- ▶ **Third party data reports**

Please ensure that daily automated reporting is set up and sent daily to [paidmedia@ucas.ac.uk](mailto:paidmedia@ucas.ac.uk), as well as to the specific client partner. This will ensure that if there is a discrepancy, this can be actioned in a timely and accurate manner.

- ▶ **The Paid Media Team cannot amend creative which is not supplied to specification.**



# BRAND SAFETY POLICY

UCAS is the Universities and Colleges Admissions Service, holding the largest verified student database in the UK, and we take brand safety very seriously. To help us achieve this, we have stringent internal procedures and policies that are implemented alongside relevant technologies, and have been independently verified by various third parties that enable us to adhere to and execute these.

All digital advertising campaigns are managed by our highly experienced in-house Paid Media Team. All advertising on our owned and operated sites is placed in brand safe, high quality environments, delivered using market-leading technology.

UCAS supports the Coalition for Better Advertising's Better Ads Standards, and does not use any of the 12 formats identified as providing a bad user experience. For more information, please visit [the Coalition's site](#).





# CHECKLIST

**Please ensure you have considered the following questions before submitting your creative.**

- ▶ Is the size of your creative correct?
- ▶ **Do you have a border if you have a white or transparent background?**
- ▶ Does the creative become static at 30 seconds?
- ▶ Is the file size smaller than 400KB?
- ▶ Have you got a mobile creative?
- ▶ Is the creative appropriate (e.g. time-specific for open days)?
- ▶ Are you supplying tracking links?
- ▶ Do you have a clear call to action on your creative?

Creative consultation is available – please speak to your customer manager.

