

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](mailto: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
<b>Complete – Platinum</b>	<b>Two-stage multichannel campaign</b> (Three channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply minimum of 5 creatives per platform, including video, for 2-stage retargeting campaign
<b>Complete – Gold</b>	<b>Two-stage re-targeting campaign</b> (Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
<b>Complete – Silver</b>	<b>Two-stage re-targeting campaign</b> (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
<b>Complete - Bronze</b>	<b>Engagement campaign</b> (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply between 3-5 assets
<b>Specialist audience - Audience focus</b>	<b>Two-stage re-targeting campaign</b> (Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)	Please supply maximum of 5 creatives per platform, including video, for 2-stage retargeting campaign
<b>Specialist audience – SQA</b>	<b>Engagement campaign</b> (One channel: Meta, Snapchat, YouTube)	Please supply between 3-5 assets
<b>Subject-specific - Gold</b>	<b>Subject engagement campaign</b> (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	<b>Subject packages:</b> Please supply between 3 -5 creatives / formats for each channel selected
<b>Subject-specific – Silver</b>	<b>Subject engagement campaign</b> (One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)	
<b>Subject-specific – Bronze</b>	<b>Flex option: Subject engagement boost</b> (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**  
1:1
- ▶ **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 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 of the above formats we also require:

## TEXT

- ▶ **Primary text**  
125 characters
- ▶ **Headline**  
25 character
- ▶ **Link description**  
30 characters
- ▶ Landing page URL, UTM or tag per creatives



For Facebook & Instagram campaigns we will need advertiser access to your page. Please supply the page URL to us in our creative template document or share directly with our Business Manager ID: 238127476754640

# 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
- ▶ **Image ratio**  
9:16
- ▶ **File type**  
.png or .jpg
- ▶ **File size**  
.5MB max

## 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 name**  
25 characters max
- ▶ **Headline**  
34 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](mailto: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 non-skippable allows for a longer, clearer message but can provide a lesser user experience and will provide fewer impressions.
- ▶ **YouTube video URL**
- ▶ **Call-to-action**  
10 characters
- ▶ **Headline**  
15 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 non-skippable, 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**  
1:1
- ▶ **Logo image size**  
200px x 200px min
- ▶ **Optimal video length**  
10 – 15 seconds
- ▶ **Headline**  
80 characters
- ▶ **Description**  
100 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)

