UCAS

CLEARING SOLUTIONS 2025

DISPLAY GUIDELINES

UCAS.COM DISPLAY GUIDELINES

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 properties and platforms, and as such, all adverts and their content are subject to approval by UCAS.

Please speak to your Customer Manager or contact **services@ucas.ac.uk** if you have any queries regarding specifications or examples of creative best practice.

RULES AND CREATIVE CHECKLIST

Creatives must:

▸ be crisp and clear, and that images, logos or text are not blurred

▸ click into a new window

▸ must include a black 1px border if on a white or transparent background

▸ must become static at 30 seconds

▸ have a click-through URL

▸ must contain the advertiser name and logo somewhere on the creative

▸ Conform to our creative sizes and be in an approved format.

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
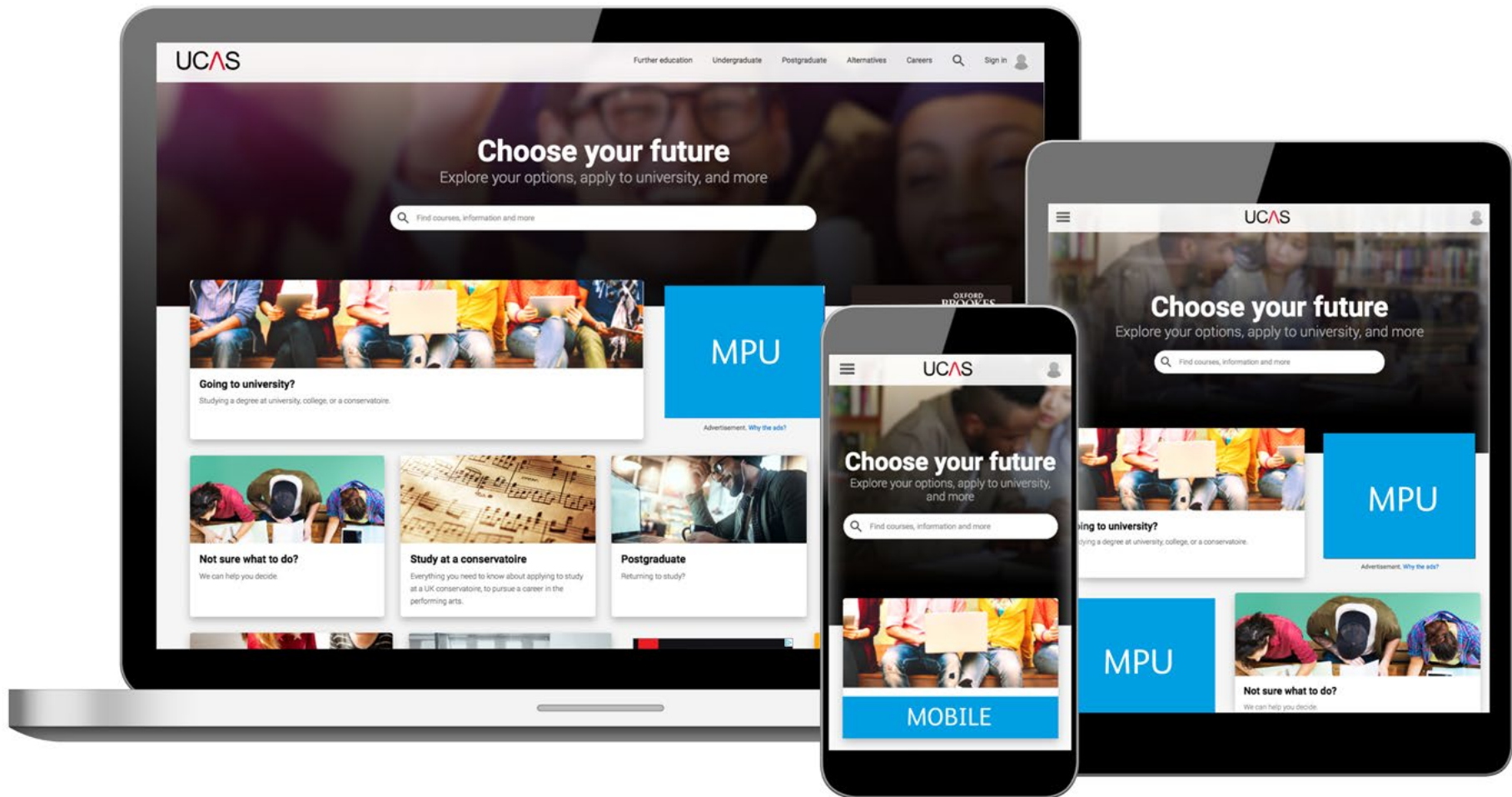
Other considerations:

▸ Is your creative file size as small as possible?

▸ Have you provided a creative for all requested ad sizes?

▸ Is the creative appropriate? (e.g. time specific for open days).

▸ Do you have a clear call to action on your creative?

PLATFORMS

CLEARING HOMEPAGE

We offer a variety of IAB standard advertising formats across our sites.
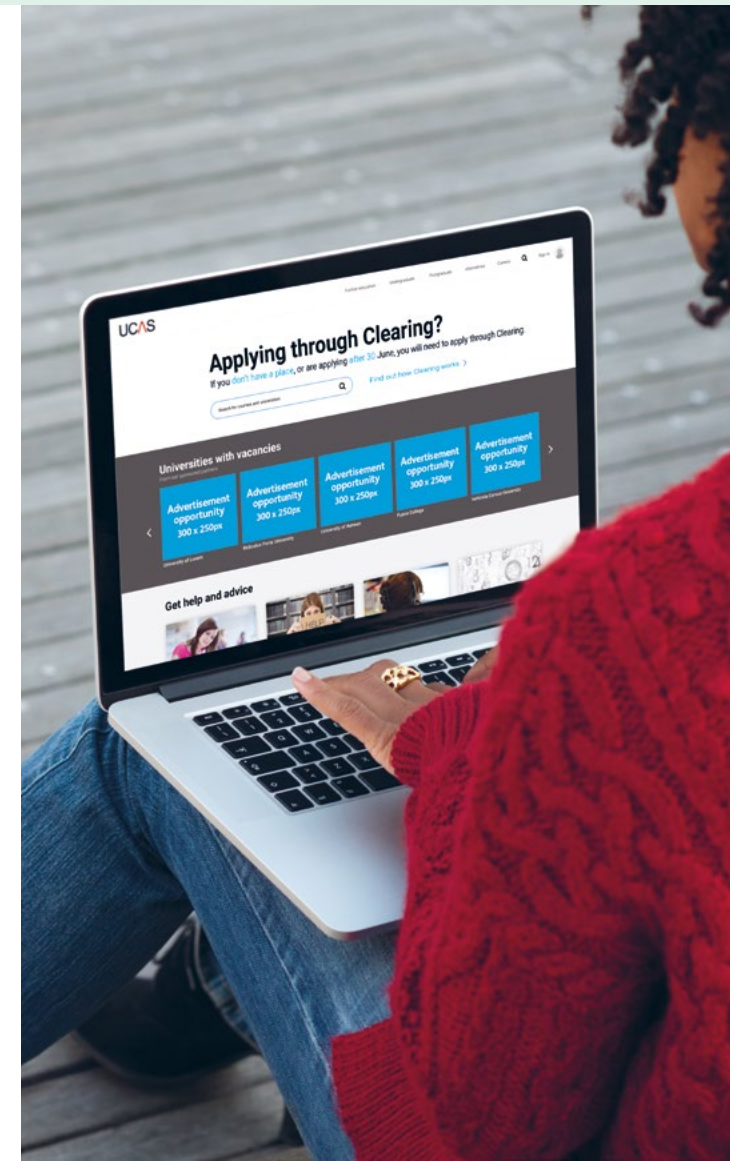**Please see below for some general rules and guidelines.**

MPU

- **Click URL**
  Please provide a working click-through URL

- **Dimensions**
  300 x 250

- **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

- **Deadline**
  13 June

MOBILE

- **Click URL**
  Please provide a working click-through URL

- **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

- **Deadline**
  13 June

Creatives must, 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). We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.

CLEARING RESEARCH PAGES MPU

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.
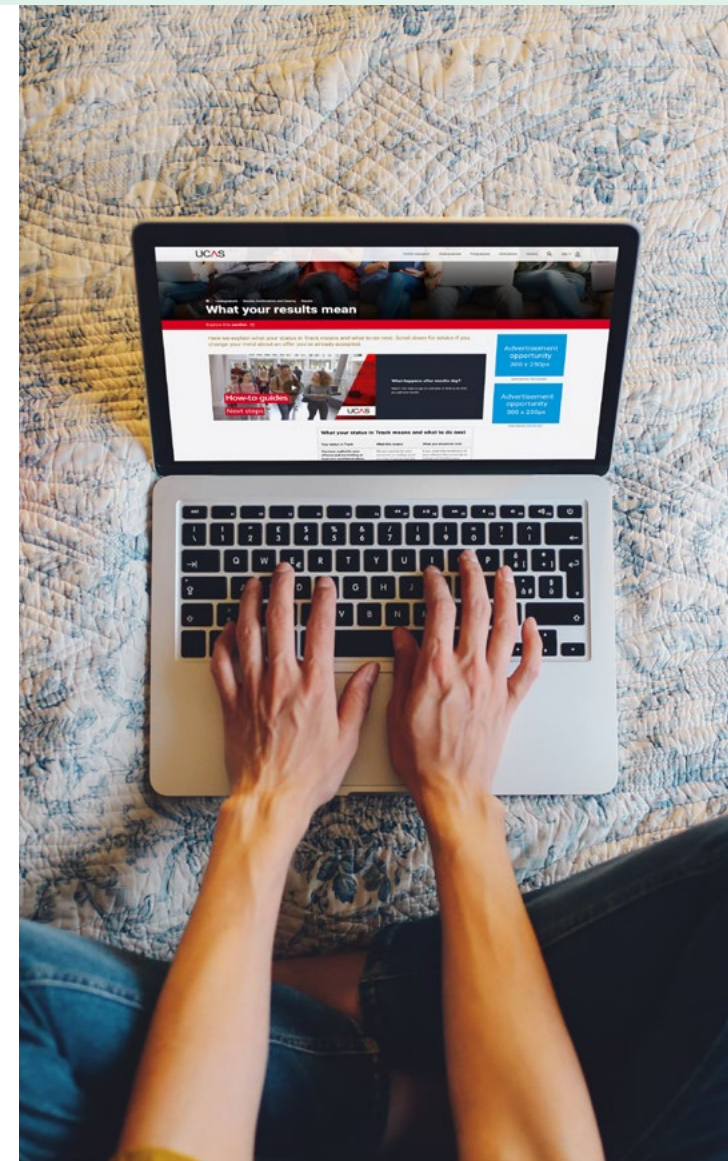
MPU

▸ **Click URL**
Please provide a working click-through URL

▸ **Dimensions**
300 x 250

▸ **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

▸ **Deadline**
13 June

MOBILE

▸ **Click URL**
Please provide a working click-through URL

▸ **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

▸ **Deadline**
13 June

Creatives must, 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). We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.

CLEARING RESOURCE PAGES

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.
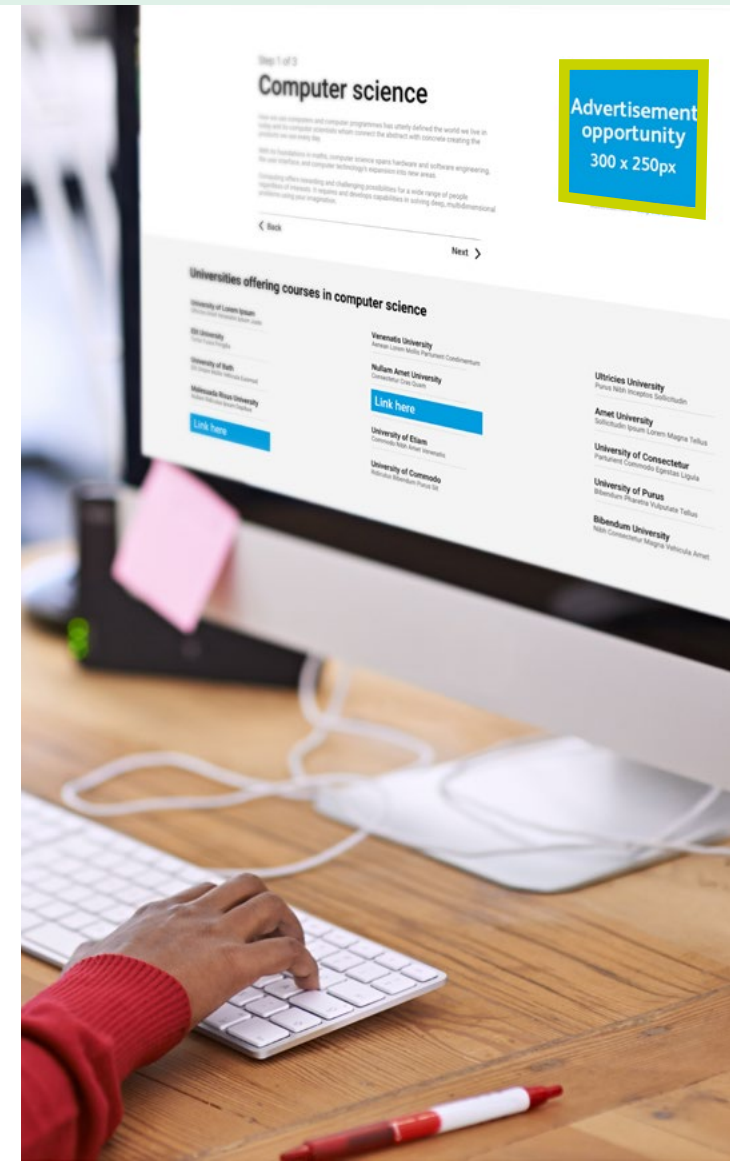
MPU

▸ **Click URL**
Please provide a working click-through URL

▸ **Dimensions**
300 x 250

▸ **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

▸ **Deadline**
13 June

MOBILE

▸ **Click URL**
Please provide a working click-through URL

▸ **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

▸ **Deadline**
13 June

Creatives must, 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). We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.

CLEARING SUBJECT PAGE TEXT LINKS

These run across subject research pages on ucas.com. Please see below for guidelines on what to supply in this format.

▶ **Click URL**
Please provide a working click-through URL.

▶ **Description**
40 characters (incl. spaces).

▶ **Deadline**
13 June
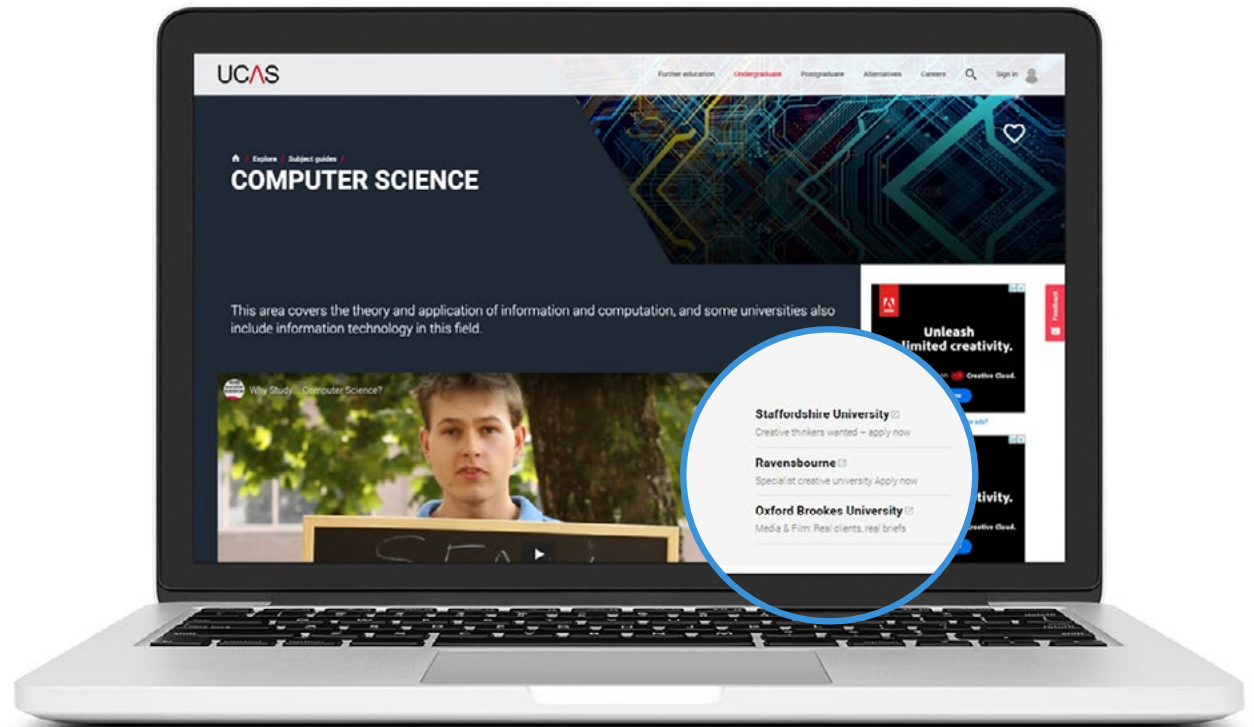
CONTENT PAGE BUNDLE

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.
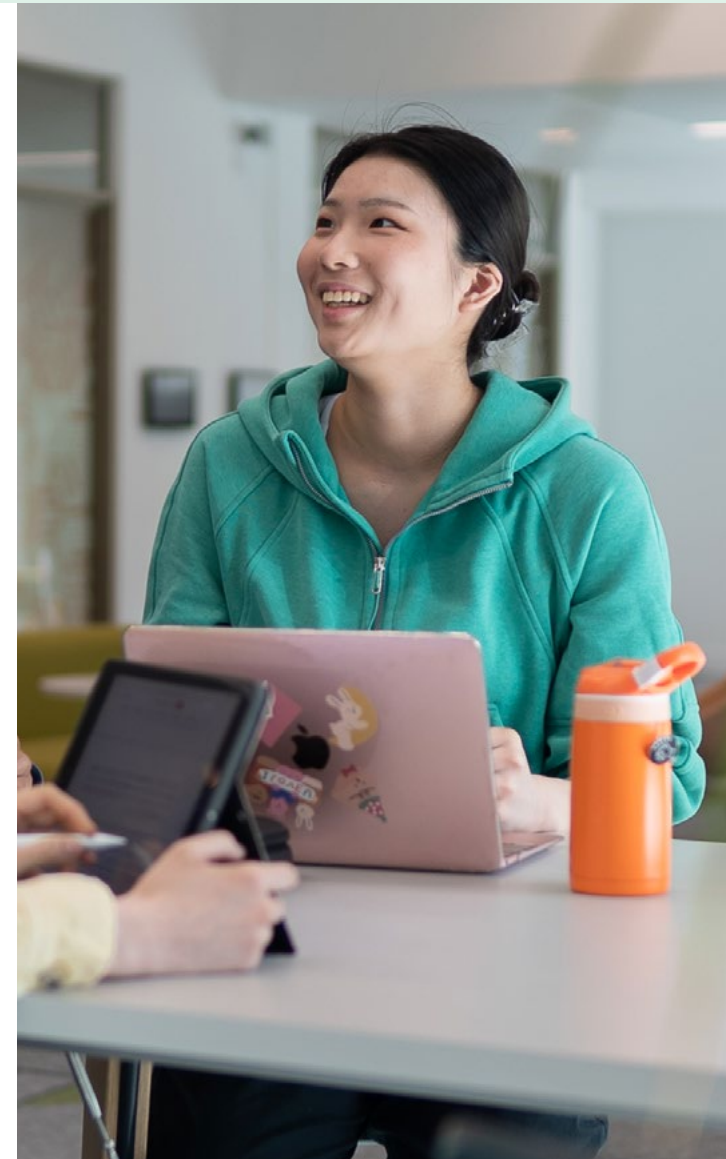
MPU

▸ **Click URL**
Please provide a working click-through URL

▸ **Dimensions**
300 x 250

▸ **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

▸ **Deadline**
13 June

MOBILE

▸ **Click URL**
Please provide a working click-through URL

▸ **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

▸ **Deadline**
13 June

Creatives must, 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). We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.

HUB AND SEARCH BUNDLE

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

MOBILE

- **Click URL**
  Please provide a working click-through URL

- **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

- **Deadline**
  13 June

LEADERBOARD

- **Click URL**
  Please provide a working click-through URL

- **Dimensions**
  728 x 90

- **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

- **Deadline**
  13 June

MPU

- **Click URL**
  Please provide a working click-through URL

- **Dimensions**
  300 x 250

- **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

- **Deadline**
  13 June

Content must be brand only (i.e. not subject-specific) for Hub and Search bundle. Creatives must, 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). We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.

HUB HOMEPAGE

We offer a variety of IAB standard advertising formats across our sites. Please see below for some general rules and guidelines.

MPU

- **Click URL**
  Please provide a working click-through URL

- **Dimensions**
  300 x 250

- **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

- **Deadline**
  13 June

MOBILE

- **Click URL**
  Please provide a working click-through URL

- **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

- **Deadline**
  13 June

Creatives must, 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). We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.

IN-APPLICATION ADS

**We offer a variety of IAB standard advertising formats across our sites.
Please see below for some general rules and guidelines.**

MPU

▸ **Click URL**
Please provide a working click-through URL

▸ **Dimensions**
300 x 250

▸ **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

▸ **Deadline**
13 June

MOBILE

▸ **Click URL**
Please provide a working click-through URL

▸ **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

▸ **Deadline**
13 June

Creatives must, 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). We cannot animate creatives on behalf of clients.
For any creative changes after your campaign has gone live please provide the new creative by 1 August.

PREMIUM CONTENT PAGES

**We offer a variety of IAB standard advertising formats across our sites.
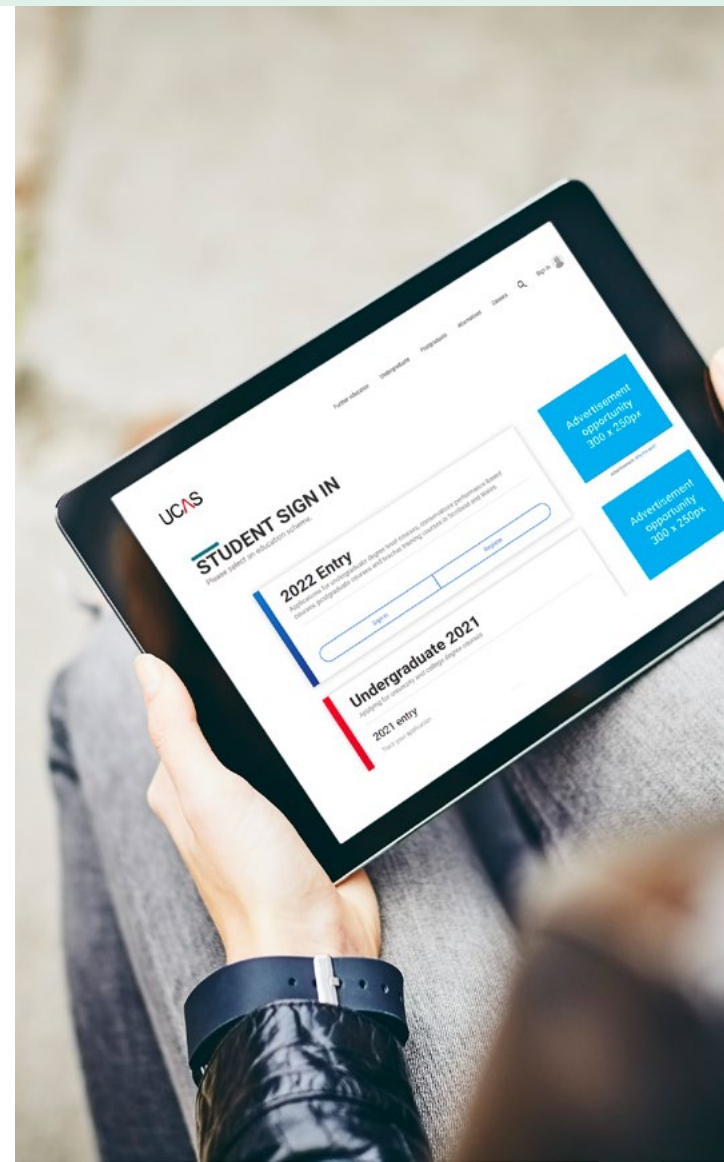Please see below for some general rules and guidelines.**

MPU

▸ **Click URL**
Please provide a working click-through URL

▸ **Dimensions**
300 x 250

▸ **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

▸ **Deadline**
13 June

MOBILE

▸ **Click URL**
Please provide a working click-through URL

▸ **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

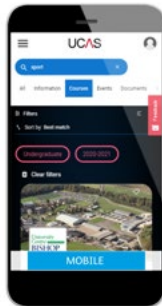▸ **Max. file size**
400kb

▸ **Deadline**
13 June

Creatives must, 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). We cannot animate creatives on behalf of clients.
For any creative changes after your campaign has gone live please provide the new creative by 1 August.
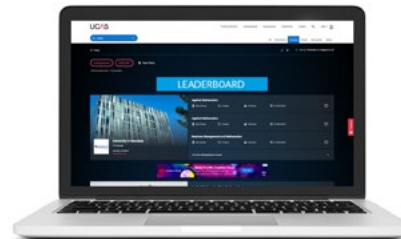
SEARCH TOOL SUBJECT KEYWORDS

MOBILE

▶ **Click URL**
Please provide a working click-through URL

▶ **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**
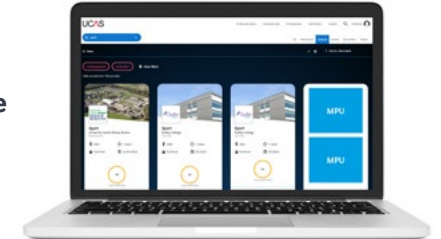No

▶ **Max. file size**
400kb

▶ **Deadline**
13 June

LEADERBOARD

▶ **Click URL**
Please provide a working click-through URL

▶ **Dimensions**
728 x 90

▶ **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

▶ **Deadline**
13 June

MPU

▶ **Click URL**
Please provide a working click-through URL

▶ **Dimensions**
300 x 250

▶ **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

▶ **Deadline**
13 June

Creatives must, 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).
We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.

SPONSORED CONTENT LINKS

**These run across ucas.com.
Please see below for guidelines
on what to supply in this format.**

▸ **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**
13 June

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

Creatives must, 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). We cannot animate
creatives on behalf of clients. For any creative changes
after your campaign has gone live please provide the
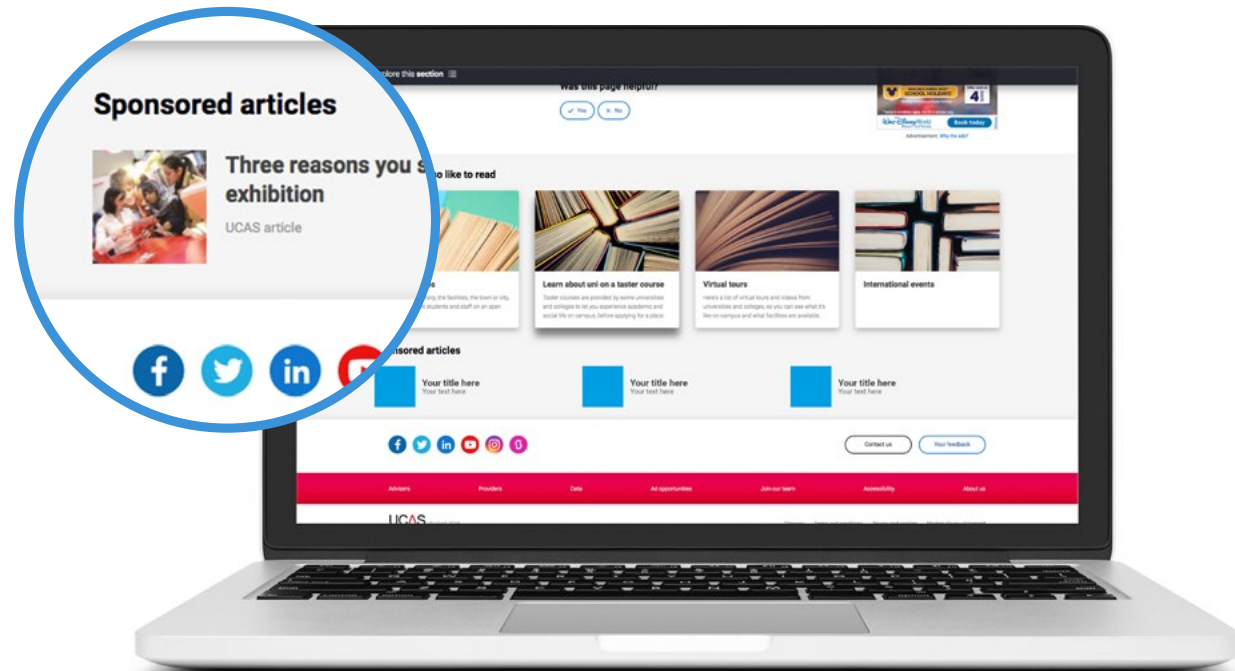new creative by 1 August.

UCAS.COM HOMEPAGE

**We offer a variety of IAB standard advertising formats across our sites.
Please see below for some general rules and guidelines.**

MPU

▸ **Click URL**
Please provide a working click-through URL

▸ **Dimensions**
300 x 250

▸ **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

▸ **Deadline**
13 June

MOBILE

▸ **Click URL**
Please provide a working click-through URL

▸ **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

▸ **Deadline**
13 June

Creatives must, 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). We cannot animate creatives on behalf of clients. For any creative changes after your campaign has gone live please provide the new creative by 1 August.
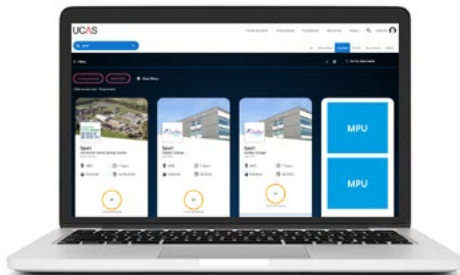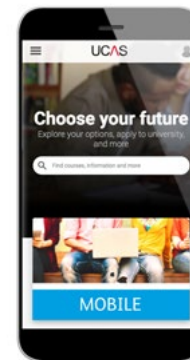
HTML5

▸ 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 / un-mute 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**
Please send creative over by 13 June. This is to ensure the creative matches the specification required, while giving the Digital Marketing Team time to QA the creative appropriately and allowing you time to resupply. Late artwork may result in your campaign starting late and impacting performance.

▸ **Third party tags**
Third party creative must not be amended once live on the site without prior approval and agreement from the Digital Marketing 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**, 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 Digital Marketing Team cannot amend creative which is not supplied to specification.**

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

▸ **We do not accept file transfer via WeTransfer - for large files please contact Services@ucas.ac.uk who will supply a secure file transfer link**
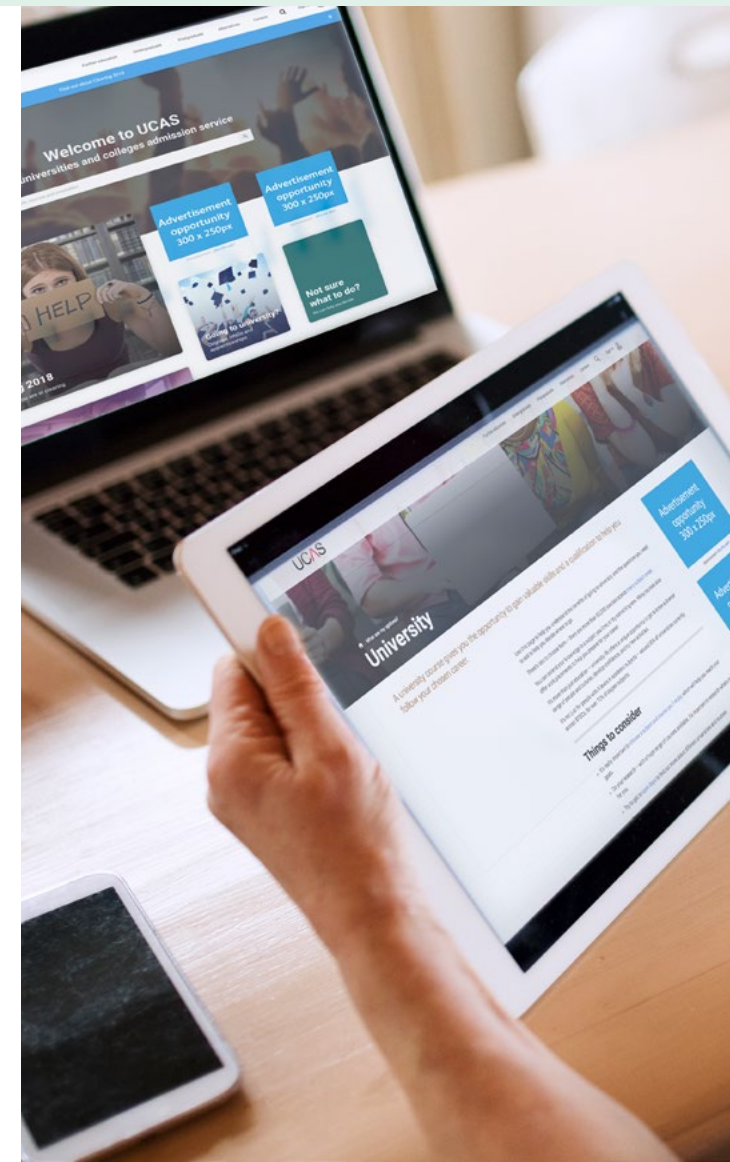
BRAND SAFETY POLICY

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 polices 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 Digital Marketing 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)?

▸ Have you provided a working click-through URL?

▸ Are you supplying tracking links?

▸ Deadline date of 13 June.

▸ Do you have a clear call to action on your creative?

▸ Creatives to be clearly labelled, and sent to **Services@ucas.ac.uk** quoting the job reference number

Creative consultation is available – please speak to your Customer Manager
or contact **services@ucas.ac.uk**