

UCAS

CLEARING SOLUTIONS 2025

SPONSORED CONTENT GUIDELINES

Including pre-recorded social
and subject guide content



SUBJECT GUIDE PROMOTED COURSE

See the [subject guides here](#)

Link through to your UCAS course listing from one of our popular in-depth subject guides. Promoted course links will feature prominently on the page and take precedence over non-promoted courses.

- ▶ Up to 3 advertisers per subject
- ▶ Size: 800 x 600

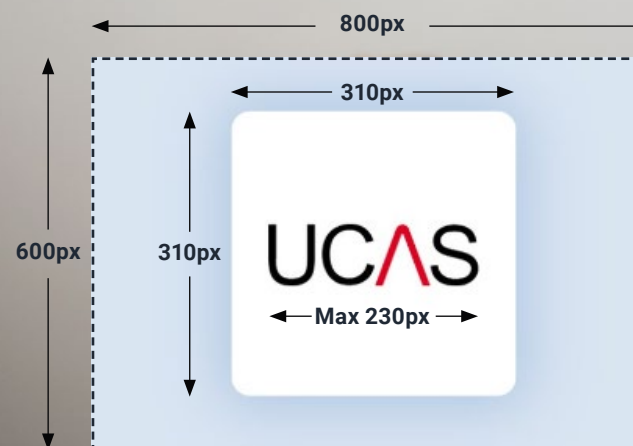
To include:

- ▶ University/college name
- ▶ University/college logo (max size: 230 x 230)
- ▶ Course title
- ▶ Description (max 150 characters)
- ▶ Inclusive of spaces links to your course page

And we'll take care of the rest!

We will link to the course page on UCAS, but if you have a relevant image you'd like to supply, we can use it here.

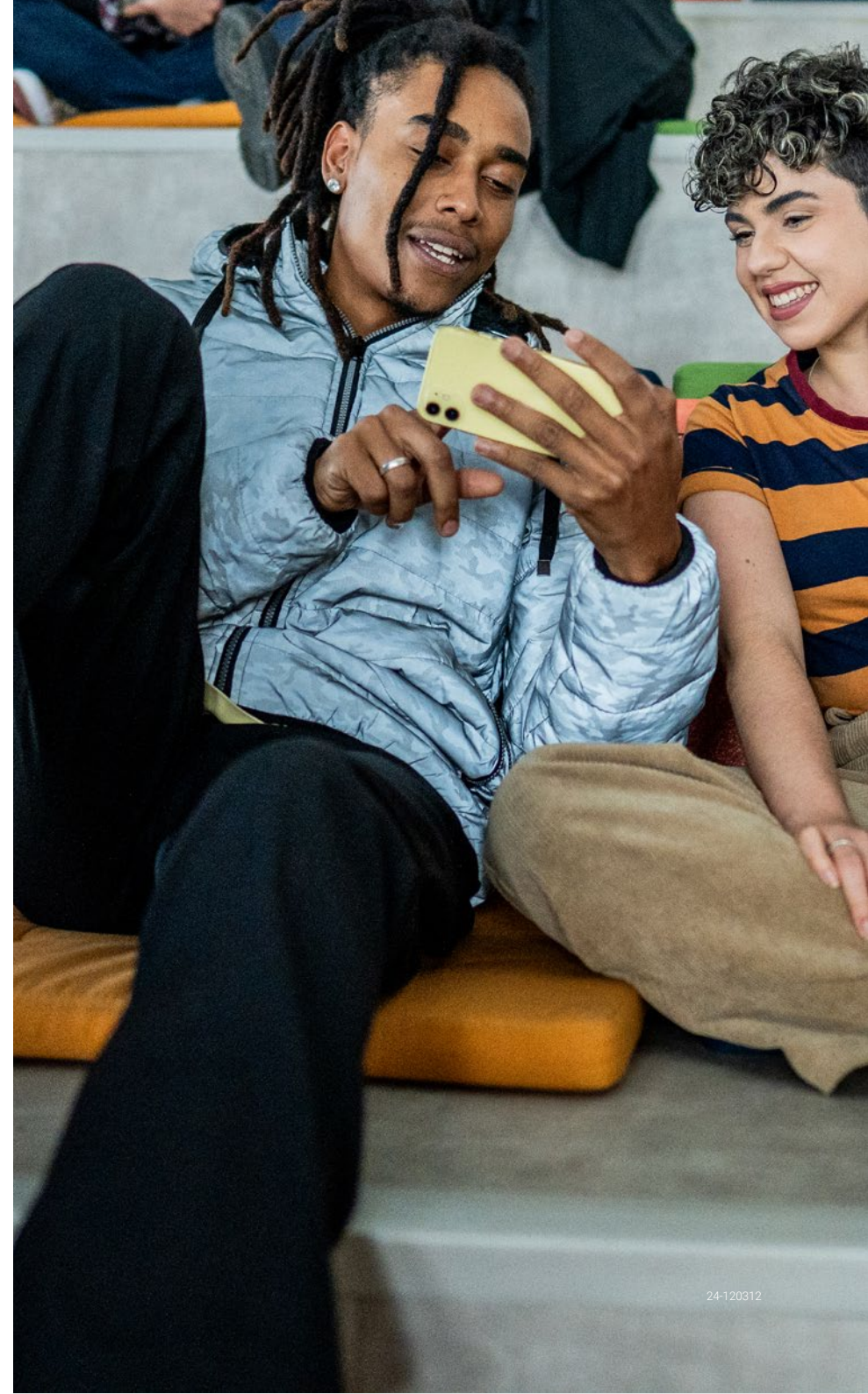
DEADLINE: 13 June. Please send your creative to services@ucas.ac.uk.



PRE-RECORDED SOCIAL VIDEO

Either work with us to create a co-branded video (which could be filmed in our studio) or produce your own video to fit with our content guidelines and specifications.

- ▶ Informational video covering a specific help topic, agreed with us in advance and designed to help guide all students and their influencers through a particular aspect of Clearing
- ▶ Video size: 1920 x 1080.
Recommended video length: 60 seconds (for best coverage across UCAS social channels. Longer videos, up to 5-mins max., can be shared on select channels only)
We can organise a briefing call with you before your recording to go over topics and best practice, get in touch with your Customer Manager to access our expert guidance.
- ▶ Topics we've mentioned this year:
 - » Clearing Checklist
 - » Know your options
 - » Why it's OK to change your mind
 - » The admissions tutor's Clearing hacks
 - » Clearing for mature students
 - » Match making magic
 - » Prep your phone game plan
 - » Clearing checklist
 - » Timeline of Results Day
 - » What happens now?
 - » Uni essentials and what not to take...
 - » Finding accommodation
- ▶ The specific help topic needs to be the focus so the videos remain impartial



DEADLINE: 30 May. Please send your creative to services@ucas.ac.uk.