

DIRECT MAIL

GUIDELINES

UCAS



THANK YOU

Thank you for choosing to advertise with UCAS.

Please take the time to read the following direct mail specification guidelines, before submitting creatives to us.

These guidelines contain the relevant information to help you supply a suitable direct mail creative.

All adverts and their content are subject to approval by UCAS.

3	Direct Mail specifications
4	Legal and compliance requirements
6	Checklist
7	Templates and samples



DIRECT MAIL SPECIFICATIONS

Supplying your Direct Mail creative

Things to include:

- ▶ High resolution Print Ready PDF
- ▶ Postage mark/ PPI space – 80mm x 40mm (top right-hand corner, no colour possible in this section)
- ▶ Address box to go below PPI – 100mm x 60mm
- ▶ Bleed 6mm, Crop marks 4mm
- ▶ All artwork must follow the UCAS guidelines
- ▶ Clearly defined message, supported by a clear Call to Action

Things to avoid:

- ▶ Too much copy
- ▶ Irrelevant content
- ▶ Low resolution images

If you wish to supply your own inserts for a mailing you can do so provided these have been checked and approved by UCAS. As part of the initial brief, you will need to supply information on what is being supplied, together with the size and weight for each insert.

Please send your creative by midday five full working days before the scheduled send.

Please note that deadlines for direct mail sends in the Clearing period may differ.

LEGAL AND COMPLIANCE REQUIREMENTS

All creatives must comply with all applicable legal and regulatory requirements including (but not limited to the following):

- ▶ DMA and CAP Codes
- ▶ ASA Guidelines
- ▶ Consumer Protection from Unfair Trading Regulations 2008
- ▶ If the Customer is regulated by any other body (e.g. Food Standards Agency, Advertising Standards Agency, Health and Safety Executive) it is the responsibility of the Customer to ensure the creative complies with any regulations or guidance issued by the relevant body.

Where the creatives appear to contain any content which may be subject to any regulation or guidance, it may be subject to additional checks by UCAS, and you may be asked to remove or change content.

UCAS will not accept advertisements:

- ▶ in relation to products which may not be in the best interests of students.
- ▶ which could in any way undermine or potentially damage UCAS' name or reputation as an official and trustworthy body and as a registered charity.
- ▶ from companies, businesses or organisations which are not able to demonstrate that they are established and reputable concerns and suitable to be associated with UCAS.
- ▶ which in any way could be misleading to students, or which make any representations which cannot be substantiated to the satisfaction of UCAS.

- ▶ containing messages or images that are (or could be perceived to be) offensive, or relating to sex, violence, drugs, gambling, and alcohol. UCAS will not distribute content that is deemed to be inappropriate for any reason (not limited to those listed) or is deemed to adversely affect UCAS.
- ▶ adverts which for any reason UCAS consider are inappropriate or unsuitable for its customer audience.

LEGAL AND COMPLIANCE REQUIREMENTS

Our introduction

We are legally required to state who we are sending direct mail on behalf of. Your company name will be added into our introduction – i.e.

We are sending you this on behalf of [INSERT CUSTOMER], because – based on what you told us about yourself – we think you might find it useful.

This message will sit above a standard opt out message.

Where choosing to use a UCAS Media covering letter this will include our disclaimer. Where you are using your own covering letter, please ensure our disclaimer and return address have been included.

When using your own envelope or self-mail item such as a postcard, ensure the UCAS return address is used.

If the item is going in a standard UCAS Media branded envelope the UCAS return address will be included.

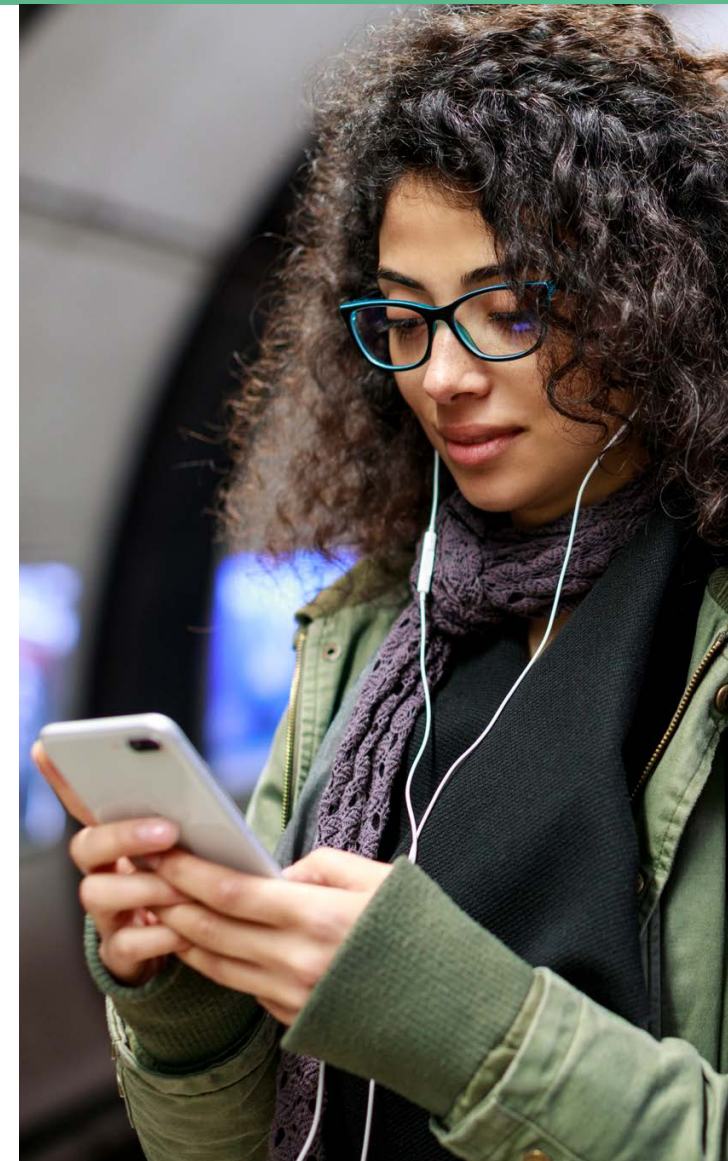
Under no circumstances should you use your own return address. Doing so would result in a breach of GDPR.

UCAS Disclaimer

UCAS is an independent charity. We share our brand with our wholly owned trading subsidiary, UCAS Media Limited, which works with universities, colleges, and commercial businesses. 100% of UCAS Media's profits are gift aided back to the charity and go directly into improving our charity services. You have received this mailing from UCAS Media because you have opted in to receive commercial mailings by post. You can change your opt in preferences at any time: go to UCAS Hub and change your preferences or go to ucas.com/optin for more information. This mail does not represent an endorsement by UCAS Media. It is important to research product suitability for your individual circumstances.

UCAS Returns Address

	UCAS
Returns Address	
UCAS PO Box 28 Cheltenham GL52 3ZA	
<small>Secure printing INTERNAL USE ONLY</small>	<small>14 July 2018 11:53</small>



CHECKLIST

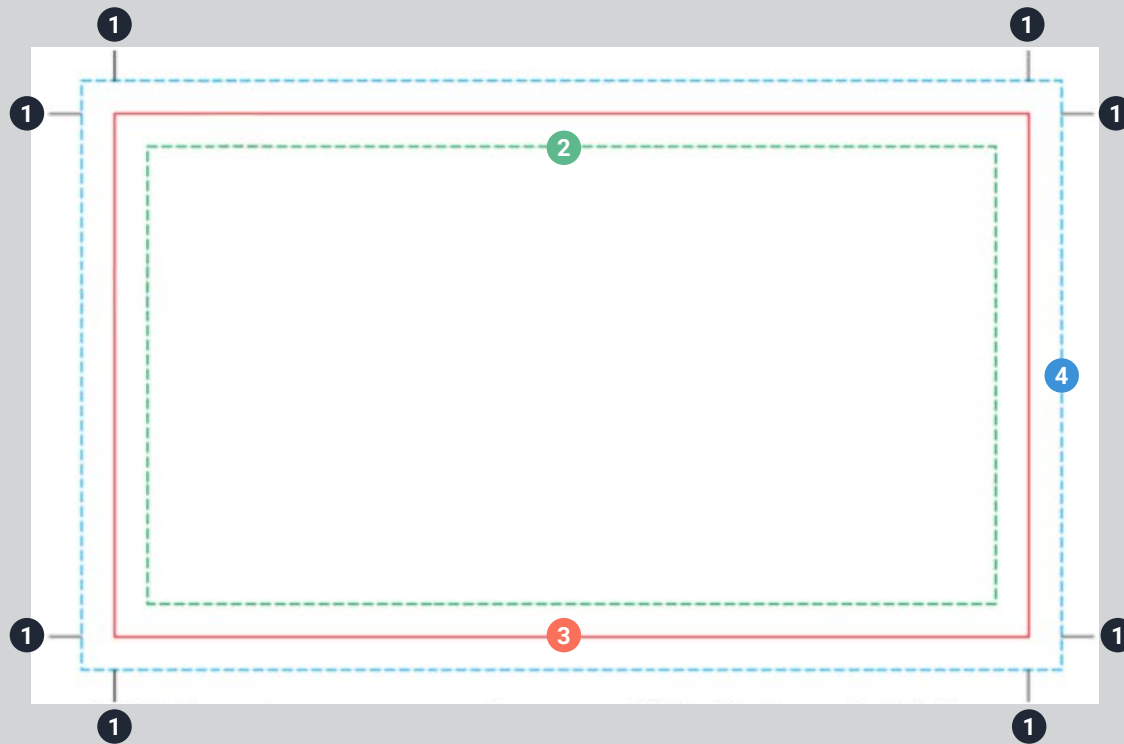
- ▶ If using your own Envelope / Postcard / Introduction Letter have you added the UCAS Disclaimer & UCAS Returns Address?
- ▶ Is the creative appropriate?
- ▶ Have you used the correct template for your mailing type?
- ▶ Have you labelled up your files clearing, including using the UCAS Job Number?
- ▶ Send your creative artwork to DirectMail@ucas.ac.uk by 12pm at least 5 working days before the send date.

Should you have any queries please refer to DirectMail@ucas.ac.uk / **01242 544 811 (opt 4)** or your Account Manager.



TEMPLATES AND SAMPLES

Artwork specifications for all templates



Print marks

Print marks are detailed instructions that let printers know exactly where to cut the paper, packaging, or other substrate. Without these marks, the printer will not be able to guarantee the finished product will look exactly as you envision it, these marks matter!

Crop marks

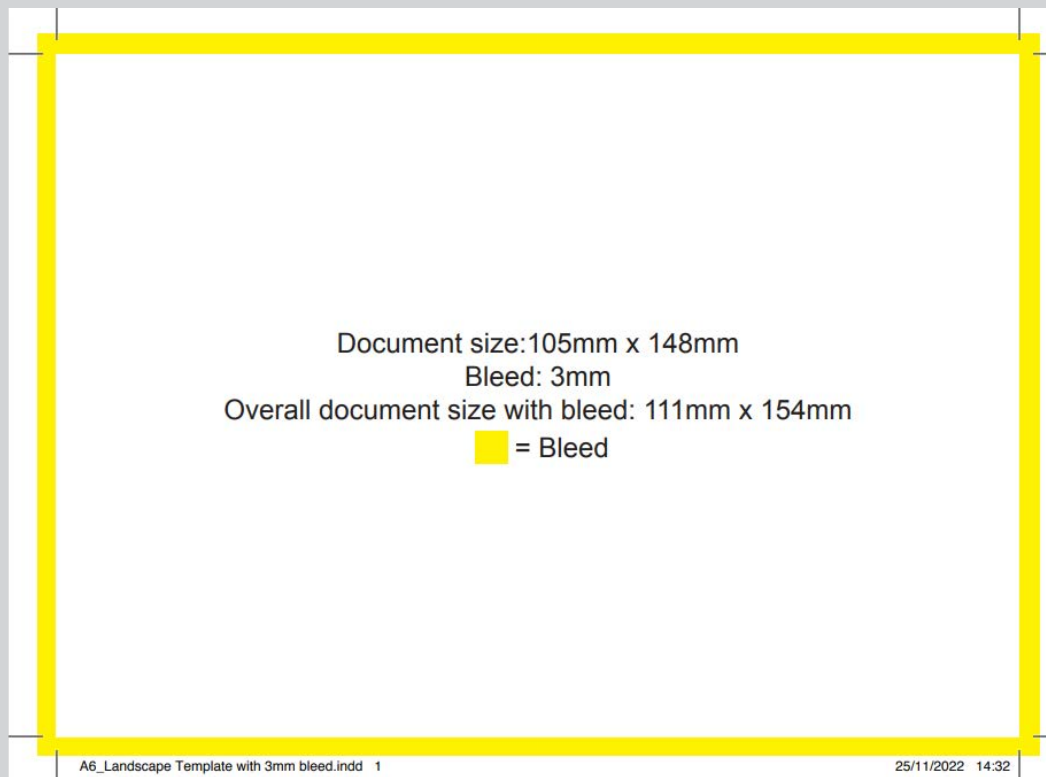
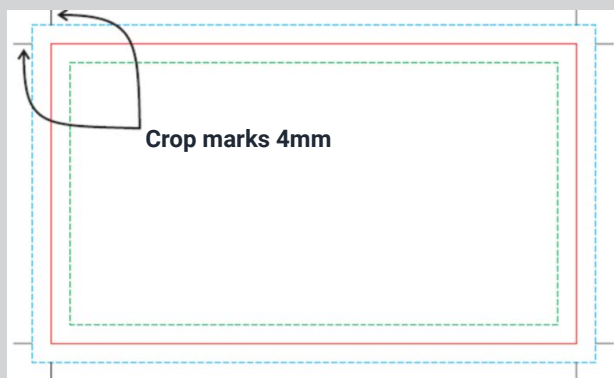
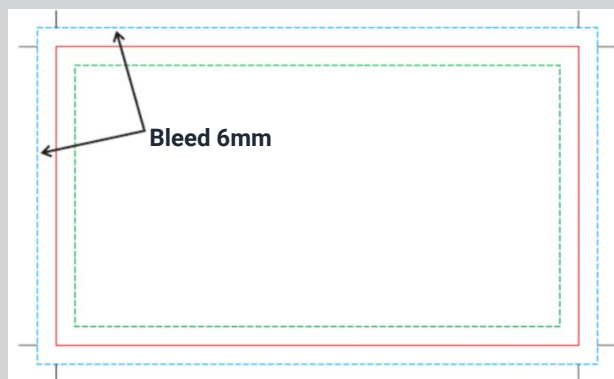
Crop marks **1** allow us to see the exact size of your document and show us where to cut it, and bleed prevents white edges caused by slight paper movement during trimming.

Safety, trim and bleed lines

Safety **2**, trim **3** and bleed lines **4** are guidelines that prepare the design layout for printing. As insignificant as they may seem, these marks guide the transition from a digital design to a successful print.

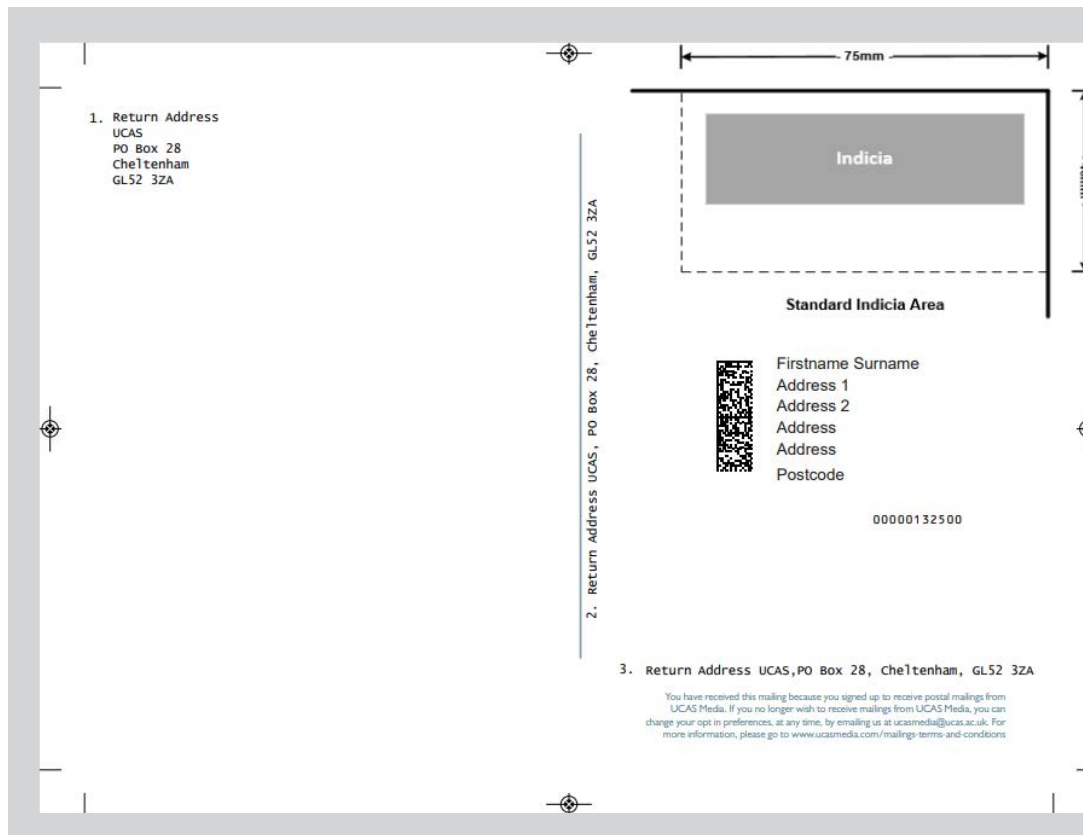
TEMPLATES AND SAMPLES

Postcard – front



TEMPLATES AND SAMPLES

Postcard – reverse



Return address

You must ensure the UCAS return address is used (UCAS, PO Box 28, Cheltenham, GL52 3ZA). Due to data protection laws under no circumstances can we allow you client to use your own return address.

Please see marked location options 1, 2 and 3 of where the return address should be inserted once within your artwork.

Indicia

Instead of using precancelled stamps or a postage meter, the mailer prints postage information in the upper right corner of the mail piece. This postage block is called an "indicia."

The indicia must appear in the upper right corner of the address side of the Share Mail letter or postcard.

Postal address area

The address area is placed on the right-hand side of a postcard and midway down the card. Please ensure this area is left blank to allow the printers to insert the address of the recipient.

TEMPLATES AND SAMPLES

Envelope

Envelope layout

The return address is located at the top left of the envelope.

Top centre is the UCAS logo

Postage indicia goes in the top right corner of the envelope.

The recipient's name and address to be inserted into the lower centre of the envelope.

UCAS disclaimer is positioned at the bottom.

Return Address
UCAS
PO BOX 28
Cheltenham
GL52 3ZA

UCAS



UCAS is an independent charity. We share our brand with our wholly owned trading subsidiary, UCAS Media Limited, which works with universities, colleges, and commercial businesses. 100% of UCAS Media's profits are gift aided back to the charity and go directly into improving our charity services. You have received this mailing from UCAS Media because you have opted in to receive commercial mailings by post. You can change your opt-in preferences at any time, visit ucas.com/optin for more information. This mail does not represent an endorsement by UCAS Media. It is important to research product suitability for your individual circumstances. Registered in England 2737300. Registered Office as above.

TEMPLATES AND SAMPLES

UCAS Covering Letter

Covering letter template

Top right is the UCAS logo followed directly by the UCAS return address.

The recipient's name and address to be inserted into left area of the letter if inserted into a window envelope.

Centre for content to be inserted.

UCAS disclaimer is positioned at the bottom.

UCAS

Rosehill
New Barn Lane
Cheltenham
GL52 3LZ

t +44 (0)1242 222 444
f +44 (0)1242 544 960

wwwucas.com

UCAS is an independent charity. We share our brand with our wholly owned trading subsidiary, UCAS Media Limited, which works with universities, colleges, and commercial businesses. 100% of UCAS Media's profits are gift-aided back to the charity and go directly into improving our charity services. You have received this mailing from UCAS Media because you have opted in to receive commercial mailings by post. You can change your opt-in preference at any time, visit wwwucas.com for more information. This mail does not represent an endorsement by UCAS Media. It is important to research product suitability for your individual circumstances. Registered in England 2737265. Registered Office as above.



TEMPLATES AND SAMPLES

A5 4pp self-mailer (with perforated seal)



Guidance copy

This self-mailer can be printed landscape or portrait.

Names, addresses and any personalisation can be added to one side of the mailer.

The mailer is sealed on one edge with a clear, perforated disc.

A5 4pp self-mailer	
 Size	148mm x 210mm
 Pages	4 pages
 Envelope	No



TEMPLATES AND SAMPLES

A5 4pp in a C5 window envelope



Guidance copy

This self-mailer can be printed landscape or portrait.

Names, addresses and any personalisation can be added to one side of the mailer.

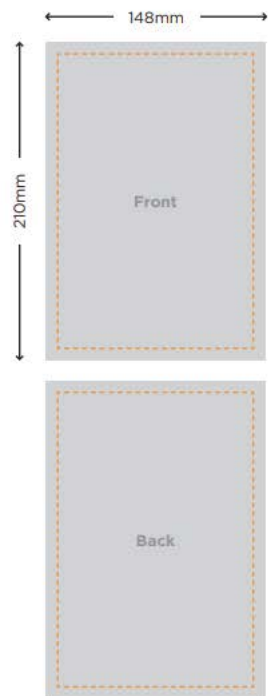
The envelope can be printed one colour or full colour.

A5 4pp self-mailer	
 Size	148mm x 210mm
 Pages	4 pages
 Envelope	Yes



TEMPLATES AND SAMPLES

A5 2pp self-mailer



Guidance copy

This self-mailer can be printed landscape or portrait.

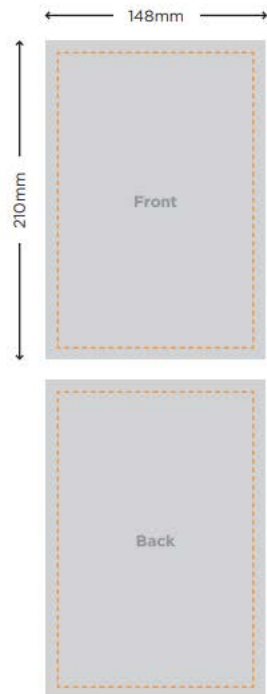
Names, addresses and any personalisation can be added to one side of the mailer.

A5 2pp self-mailer	
 Size	148mm x 210mm
 Pages	2 pages
 Envelope	No



TEMPLATES AND SAMPLES

A5 2pp in a C5 window envelope



Guidance copy

This self-mailer can be printed landscape or portrait.

Names, addresses and any personalisation can be added to one side of the mailer.

The envelope can be printed one colour or full colour.

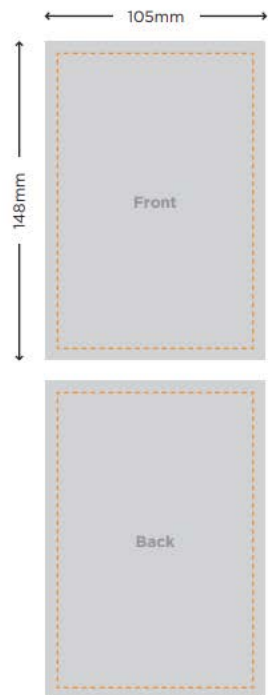
A5 2pp self-mailer

	Size	148mm x 210mm
	Pages	2 pages
	Envelope	Yes



TEMPLATES AND SAMPLES

A6 2pp self-mailer



Guidance copy

This self-mailer can be printed landscape or portrait.

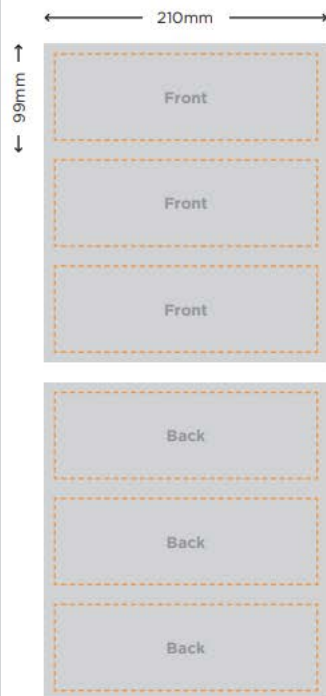
Names, addresses and any personalisation can be added to one side of the mailer.

A6 2pp self-mailer	
 Size	105mm x 148mm
 Pages	2 pages
 Envelope	No



TEMPLATES AND SAMPLES

DL 6pp self-mailer (with perforated seal)



Guidance copy

This self-mailer can be printed landscape or portrait.

Names, addresses and any personalisation can be added to one side of the mailer.

The mailer is sealed on one edge with a clear, perforated disc.

DL 6pp self-mailer	
 Size	210mm x 99mm
 Pages	6 pages
 Envelope	No



TEMPLATES AND SAMPLES

150x150mm 8pp self-mailer (with perforated seal)



Guidance copy

Names, addresses and any personalisation can be added to one side of the mailer.

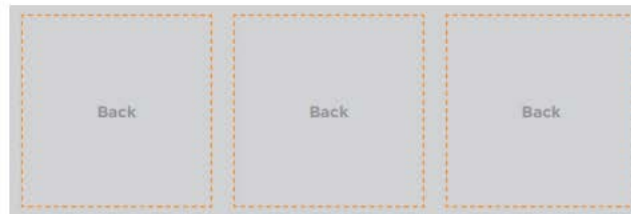
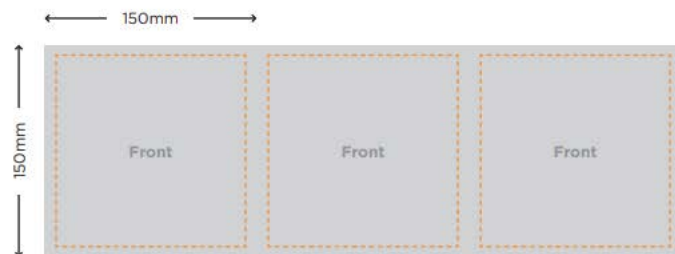
The mailer is sealed on one edge with a clear, perforated disc.

150 x 150 8pp self-mailer	
 Size	150mm x 150mm
 Pages	8 pages
 Envelope	No



TEMPLATES AND SAMPLES

150x150mm 6pp self-mailer (with perforated seal)



Guidance copy

Names, addresses and any personalisation can be added to one side of the mailer.

The mailer is sealed on one edge with a clear, perforated disc.

150 x 150 6pp self-mailer	
 Size	150mm x 150mm
 Pages	6 pages
 Envelope	No



TEMPLATES AND SAMPLES

150x150mm 16pp in a square non-window envelope






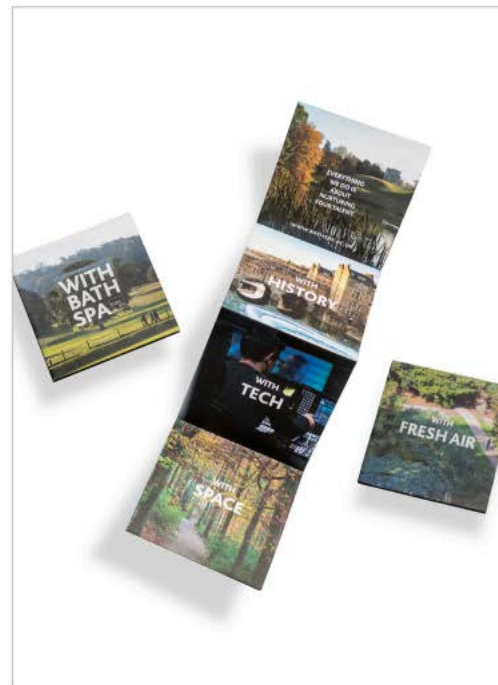
Guidance copy

Names and addresses can be printed onto the envelope.

The envelope can be printed one colour or full colour.

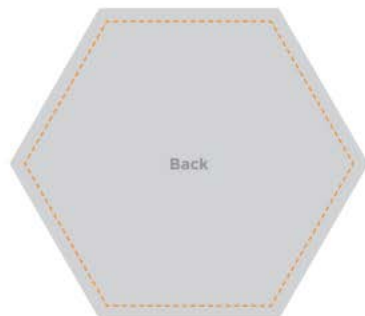
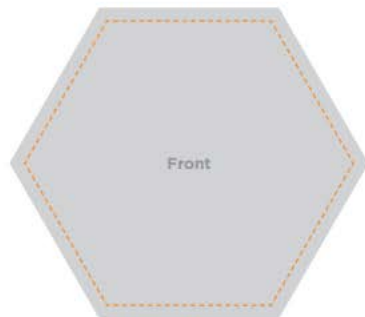
150 x 150 16pp self-mailer

	Size	150mm x 150mm
	Pages	16 pages
	Envelope	Yes



TEMPLATES AND SAMPLES

Die-cut mailer (bespoke size/shape)



Guidance copy

This self-mailer can be printed to any size or shape.

The mailer is sealed on one edge with a clear, perforated disc.

Die-cut mailer (bespoke)

	Size	Bespoke
	Pages	Bespoke
	Envelope	No



UCAS



services@ucas.ac.uk

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New Barn Lane
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GL52 3LZ