

# NEWSLETTER

SPECIFICATIONS

UCAS



# NEWSLETTER SPECIFICATIONS

## Thank you for choosing to advertise with UCAS.

Please take the time to read the following email newsletter specification guidelines, before submitting creatives to us.

These guidelines contain the relevant information designed to help you build a suitable email creative.

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

- ▶ Please supply your content as a JPEG or GIF and accompanying copy with associated URLs.
- ▶ The use of tracking cookies on UCAS websites or products is prohibited.
- ▶ All advertising placements require an accompanying URL. Please avoid using long hexadecimal sequences in URLs.
- ▶ One URL per image and one URL per accompanying advert copy.
- ▶ We are unable to add tracking pixels to newsletters on behalf of clients – to track performance, please include UTM code as part of the URL.
- ▶ Artwork is required by the 15th of the previous month to allow time to build and test.
- ▶ Emails can be sent anytime within the first two weeks of the month. Therefore, avoid using time-sensitive content that could be impacted by when it's sent.



# ADVERT SPECIFICATIONS

Audience type	Advertising options	Specifications
Advisers and international advisers	MPU with title, description and URL	<ul style="list-style-type: none"><li>▶ Width 300 pixels by height 250 pixels</li><li>▶ Title (up to 5 words)</li><li>▶ Copy (up to 20 words)</li><li>▶ Link (up to 5 words) - please provide full URL for the link</li><li>▶ Adviser newsletters are usually sent during the first week of the month</li></ul>
Parents	MPU with title, description and URL	<ul style="list-style-type: none"><li>▶ Width 300 pixels by height 250 pixels</li><li>▶ Title (up to 5 words)</li><li>▶ Copy (up to 20 words)</li><li>▶ Link (up to 5 words) - please provide full URL for the link</li><li>▶ Parent newsletters are usually sent on the third Wednesday of each month</li></ul>
UG applicants	Multiple content blocks within communications journey – including image, copy and link	<ul style="list-style-type: none"><li>▶ Image (width 300 pixels by height 250 pixels)</li><li>▶ Title (up to 5 words)</li><li>▶ Copy (up to 20 words)</li><li>▶ Link (up to 5 words) - please provide full URL for the link</li><li>▶ Applicant newsletters are usually sent during the first week of the month</li></ul>
UG pre-applicants	Multiple content blocks within communications journey – including image, copy and link	<ul style="list-style-type: none"><li>▶ Image (width 300 pixels by height 250 pixels)</li><li>▶ Title (up to 5 words)</li><li>▶ Copy (up to 20 words)</li><li>▶ Link (up to 5 words) - please provide full URL for the link</li><li>▶ Applicant newsletters are usually sent during the first week of the month</li></ul>

# MESSAGING AND CONTENT

We aim to avoid the use of all-image creative due to spam filters. Filters will flag if an email has lots of text on images as it can't scan for certain words. Avoiding all-image creative also means the email is more accessible.

Emails should make sense without any of the images - they enhance the creative copy rather than contain the core messaging.

Please also be aware that spam filters may be triggered when specific words and phrases are used in the body or subject line.

Examples of what to avoid include:

- ▶ 'Money back'
- ▶ 'Cards accepted'
- ▶ 'Removal instructions'
- ▶ 'Extra income'
- ▶ '000'
- ▶ '£'
- ▶ 'For free'
- ▶ Capitalised subject lines

Content must not contain messages or images that are (or can be perceived to be) offensive, or relating to sex, violence, drugs, gambling, and alcohol. We will not distribute content that is felt to be inappropriate for any reason (not limited to those listed), or is felt to adversely affect our spam score, with the final decision being made at our discretion.

**In case of any queries, please contact:**  
**UCAS Client Services**  
[services@ucas.ac.uk](mailto:services@ucas.ac.uk)



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