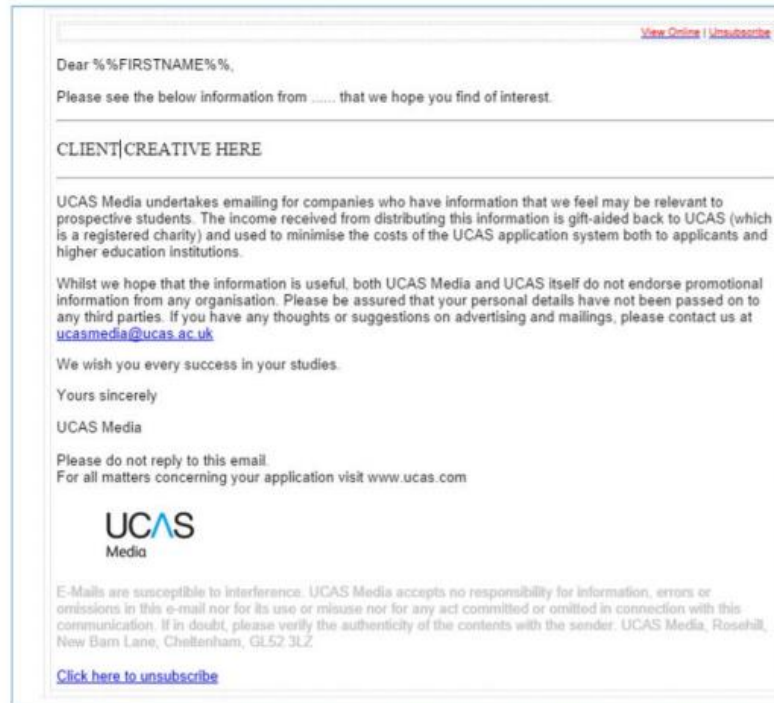


UCAS

Creative Specification Doc
Last Updated 15/10/2014

- When supplying HTML creative, your artwork will be placed in a template as shown below.
- In order for us to utilize your HTML, please take a look at the checklist of 'Do's & Don'ts' in the table below entitled 'Supplying your HTML'.



Please send a list of all urls you would like to use in the emailers to digital@themediappeople.london – we will then supply you with trackable links to include within the html.

Supplying your HTML	
Please include	Don't include
✓ 600pxl wide creative	X CSS coding – Styling should all be inline
✓ Inline styling	X DIV tags
✓ A subject line	X Java Script
✓ Hosted images	X EMBED tags
✓ An email address to test to	X Attributes in the BODY tag
✓ A creative less than 75KB	X Multiple nested tables
✓ All tracking and click tags	X Canvas background images
✓ "href" attributes in conjunction with any < tags	X "Mapping and coordinate" style coding
	X Hexadecimal links on URLs

> All adverts and their content will be subject to approval by UCAS Media. The use of tracking cookies on UCAS websites or products is prohibited.

✓ **Tracking and Click Tags**

Your creative must include all tracking and click tags that you require, so please ensure that these are already embedded into your coding and supplied within your creative. If you supply these separately we will be unable to add them into your HTML.

✓ **Images**

You must host the images within your creative yourself. Images should always be referenced by providing the full absolute image location.

See below for an example:

Correct:

Incorrect:

✓ **Messaging and Content**

We would not recommend the use of all image creative, as this may be flagged as spam. Please 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. UCAS Media will not distribute content that is felt to be inappropriate for any reason (not limited to those listed), or is felt to adversely affect the UCAS Media spam score, with the final decision being made at the discretion of UCAS Media.

✓ **Opt Out Script**

Your creative will be sent from the relevant UCAS Media sender address, (determined by the preferred target audience) and will sit above a standard opt out message. This opt out is linked to a UCAS Media suppression list. Therefore, you are not required to provide an opt out link of your own, and we will actively remove this in order to avoid confusion from the recipient and avoid any breach of DMA guidelines.

✓ **Word Text Files**

Where it is impossible for the client to produce a HTML creative, we will accept copy files and a set of images. If you are supplying a copy document, please be aware that programs like Microsoft Word contain background formatting and may not allow for the 'stripped' data that you need. In addition, it is not always possible for us to match all formatting options available within a MS Word file as we are limited by the functions of our campaign software.

We would suggest providing a banner of 600w x 90h pxl as a header for your email, along with two other images that will be placed at the foot of your email with the copy placed in-between.

In case of any queries, please contact:

UCAS Media Ad Operations Team
adops@ucas.ac.uk