2018

SERVICE LEVEL AGREEMENTS (SLAS) AND TECH SPEC'S

TSR

TECH SPECS: MPU

SLA
3 working days

Campaign will be set up with full treatment.
Requirements from client:

- Creative(s)
- Click through link(s)
- Targeting

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

CONSIDERATIONS

In the event creative is provided later than expected we will make contact to determine when the campaign can go live.

Please be aware that audiences are carefully constructed and change over time.

Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

W: 300px **H:** 250px

Available as: Static image (.PNG / .JPEG), .GIF or 3rd party tags]

File size recommendation: 35kb (the larger the file size, the longer it takes to load on a page)

URL of page you want your advert to link through to

The Student Room follows the Better Ads Standards for desktop web and mobile web, as developed by the The Coalition for Better Ads.

TECH SPECS: LEADERBOARD

SLA
3 working days

Campaign will be set up with full treatment.
Requirements from client:

- Creative(s)
- Click through link(s)
- Targeting

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

CONSIDERATIONS

In the event creative is provided later than expected we will make contact to determine when the campaign can go live.

Please be aware that audiences are carefully constructed and change over time.

Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

Desktop:
W: 728px **H:** 90px

Mobile:
W: 320px **H:** 50px

Available as: Static image (.PNG / .JPEG), .GIF or 3rd party tags]

File size recommendation: 35kb (the larger the file size, the longer it takes to load on a page)

URL of page you want your advert to link through to

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TSR DTSG UK BRAND SAFETY JICWEBS Coalition for Better Ads

TECH SPECS: HPU

SLA
3 working days

Campaign will be set up with full treatment.
Requirements from client:

- Creative(s)
- Click through link(s)
- Targeting

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

CONSIDERATIONS

In the event creative is provided later than expected we will make contact to determine when the campaign can go live.

Please be aware that audiences are carefully constructed and change over time.

Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

W: 300px **H:** 600px

Available as: Static image (.PNG / .JPEG), .GIF or 3rd party tags]

File size recommendation: 35kb (the larger the file size, the longer it takes to load on a page)

URL of page you want your advert to link through to

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TECH SPECS: ROADBLOCK SET

SLA
3 working days

We are committed to setting Forum Sponsorship / Road Blocks live within three working days of receipt of creative.

CONSIDERATIONS
Our Service Level Agreement begins at receipt of creative. Naturally late receipt of creative will impact when that creative can go live.

Desktop:
Leaderboard: W: 728px **H:** 90px
MPU: W: 300px **H:** 250px

Mobile:
W: 320px **H:** 50px

Available as: Static image (.PNG / .JPEG), .GIF or 3rd party tags]

File size recommendation: 35kb (the larger the file size, the longer it takes to load on a page)

URL of page you want your advert to link through to

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TECH SPECS: ANNOUNCEMENT

SLA
3 working days

Campaign will be set up with full treatment.
Requirements from client:

- Creative(s)
- Click through link(s)
- Targeting

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

CONSIDERATIONS

In the event creative is provided later than expected we will make contact to determine when the campaign can go live.

Please be aware that audiences are carefully constructed and change over time.

Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

Text: 85 characters including spaces. There should be a clear call to action.

Logo:
W:85px **H:**35 px – this should be a static image, no 3rd party tags here.

Available as: Static image (.PNG / .JPEG) ONLY

URL of page you want your advert to link through to

TSR

DTSG UK BRAND SAFETY JICWEBS abc

TECH SPECS: GUIDE

SLA
1 week

We are committed to pushing your Guide live within five working days of receipt of your completed template.

CONSIDERATIONS
The Guide process begins with receipt of the completed template. Later than anticipated delivery of the template will result in later than anticipated delivery of your completed Guide.

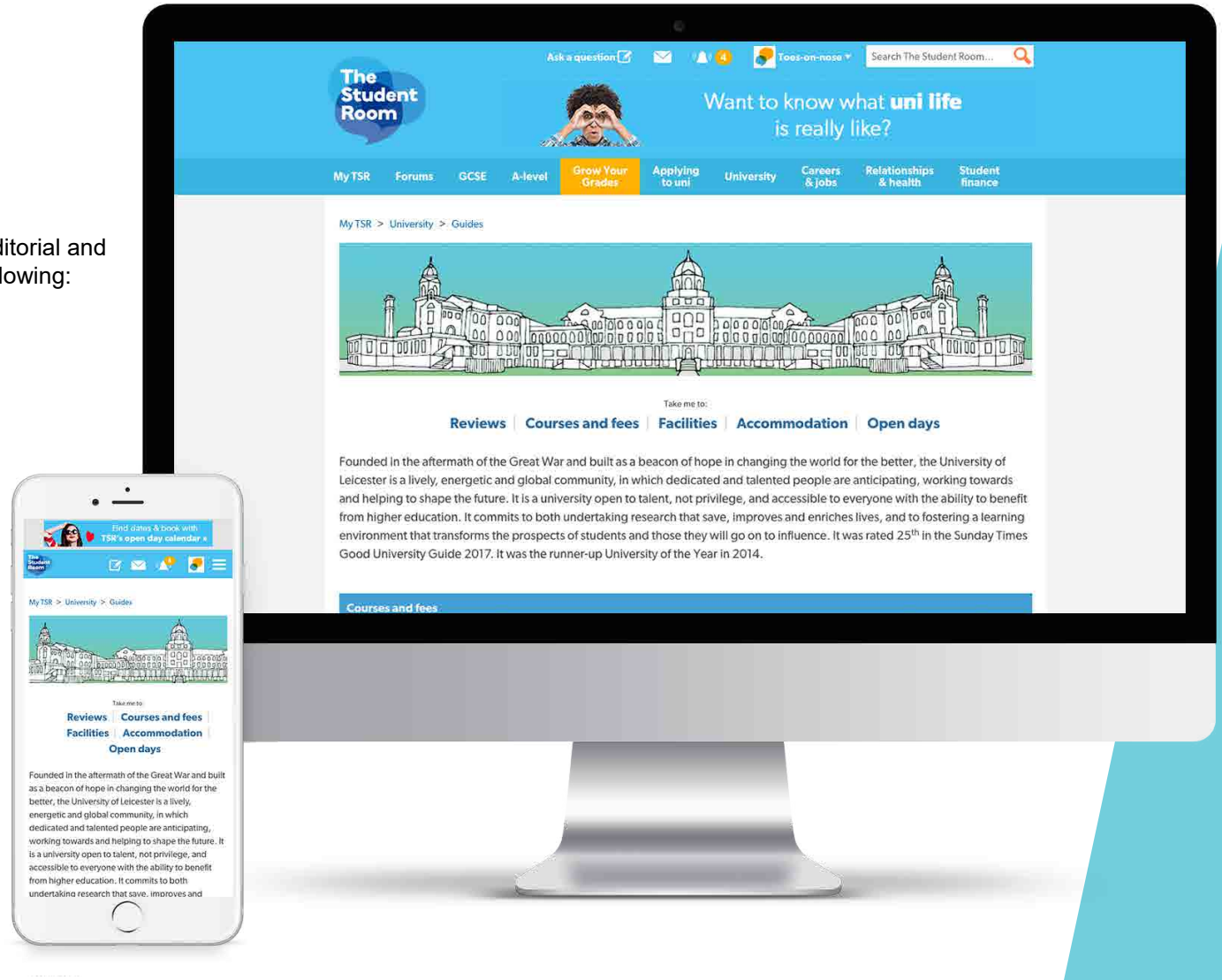
UNIVERSITY/ COLLEGE GUIDES

Please read our TSR Guide guide put together by our editorial and SEO team. For your guide please provide us with the following:

- Copy for each of the pages
- Imagery
- Co-branded ads, to drive further awareness

Click here to take a look at all our UPP Resources, from updating your guide to official representative training.

Alternatively click here to download our University/College guide template.



TSR

DTSG UK BRAND SAFETY | JICWEBS | abc

TECH SPECS: BILLBOARD

SLA
3 working days

Campaign will be set up with full treatment.
Requirements from client:

- Creative(s)
- Click through link(s)
- Targeting

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

CONSIDERATIONS

In the event creative is provided later than expected we will make contact to determine when the campaign can go live.

Please be aware that audiences are carefully constructed and change over time.

Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

W: 970px **H:** 250px

Available as: Static image (.PNG / .JPEG), .GIF or 3rd party tags]

File size recommendation: 50kb (the larger the file size, the longer it takes to load on a page)

URL of page you want your advert to link through to

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TECH SPECS: BRAND ALERT

SLA
3 working days

Campaign will be set up with full treatment.
Requirements from client:

- Logo (transparent .PNG, over 500px wide)
- Body copy - plus courses (maximum 4)
- CTA – text for button
- Telephone number
- Background colour (hex colour code if you have it)
- Click through link

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

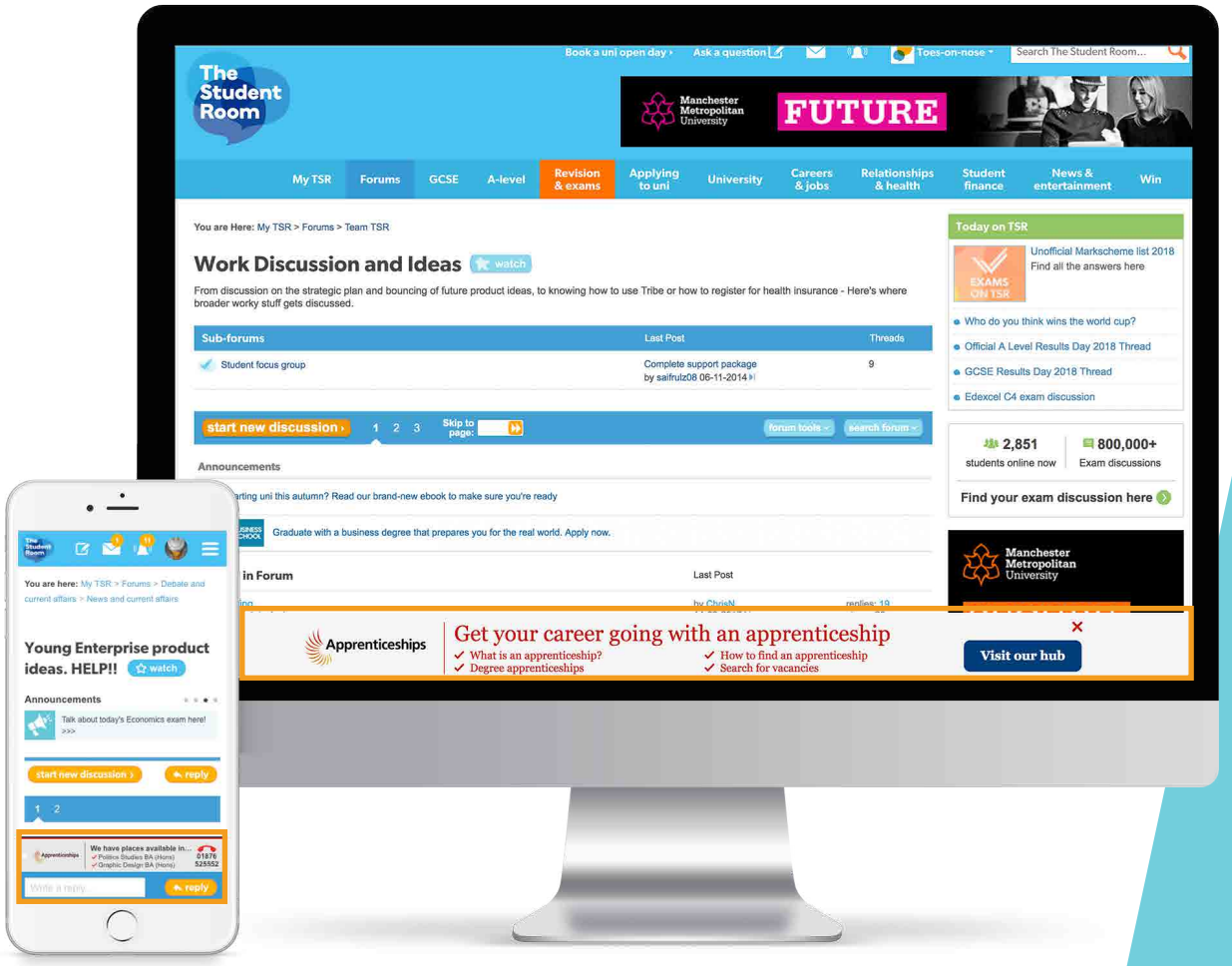
CONSIDERATIONS

In the event creative is provided later than expected we will make contact to determine when the campaign can go live.

Please be aware that audiences are carefully constructed and change over time.

Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

Please note that on mobile, only the first two courses will be displayed.



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TECH SPECS: SPOTLIGHTS

Weekly spotlight
3 working days

Campaign will be set up with full treatment.
Requirements from client:

- Creative(s)
- Click through link(s)
- Targeting

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

CONSIDERATIONS

In the event creative is provided later than expected we will make contact to determine when the campaign can go live.

Please be aware that audiences are carefully constructed and change over time.

Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

Link title: up to 22 characters (incl. spaces)

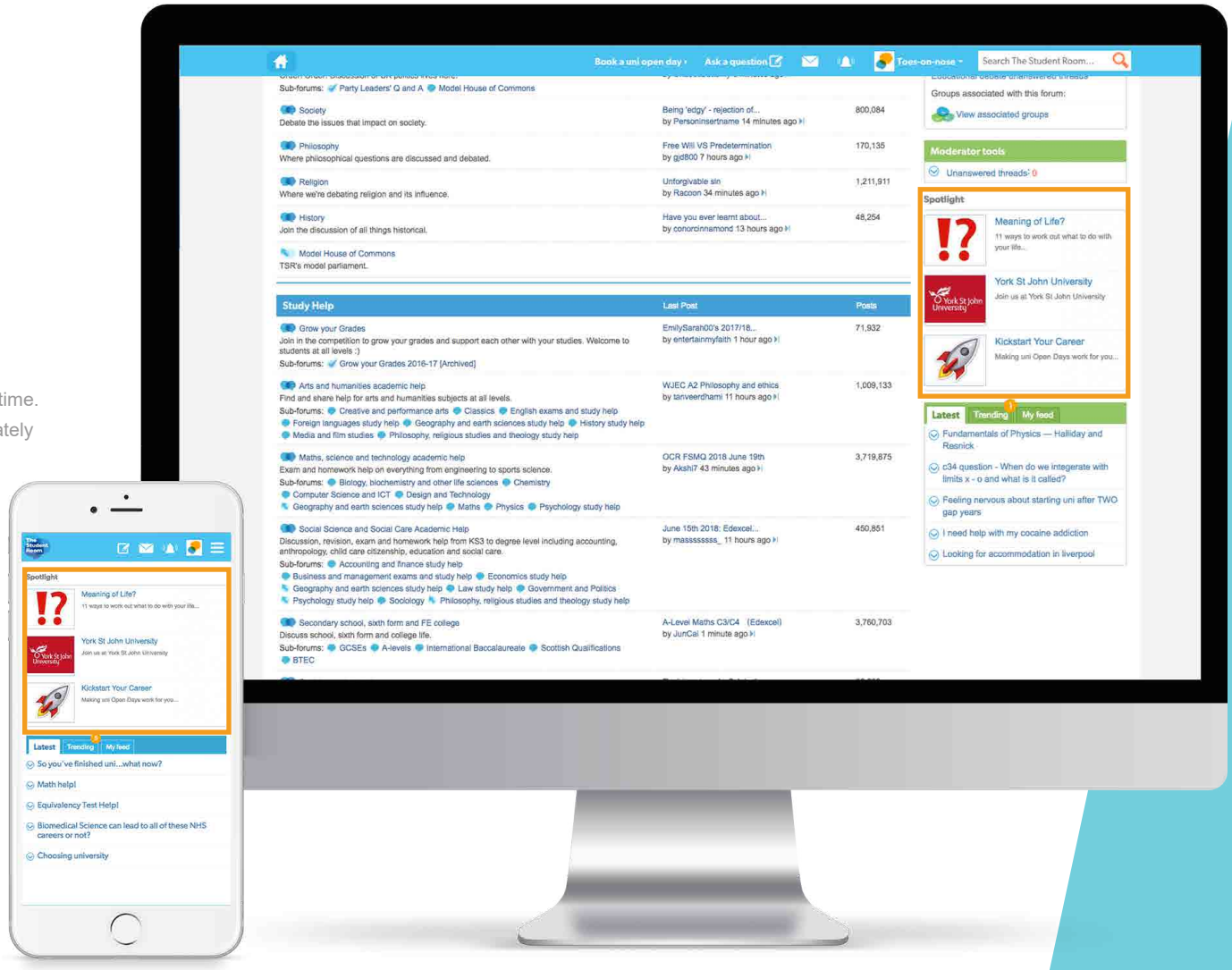
Body text: up to 70 characters

Image: W:90px **H:**70 px

Max image file size: 35kb

Available as: Static image (.PNG / .JPEG) ONLY

URL of page you want your advert to link through to



DTSG UK BRAND SAFETY

TECH SPECS: WALLPAPER

SLA
3 working days

We are committed to setting Takeovers and Wallpapers live within three working days of receipt of creative.

CONSIDERATIONS
Our Service Level Agreement begins at receipt of creative. Naturally, late receipt of creative will impact when that creative can go live.

W: 220px **H:** 902px - Key messaging to appear within optimal area of 140px wide and 646px high. For best effect, the bottom and outside edges of the border panels should fade out to the background hex value specified for the background colour.

Available as: Static image (.PNG / .JPEG)

File size recommendation: 50kb (the larger the file size, the longer it takes to load on a page)

URL of page you want your advert to link through to for both left and right display.

The Student Room follows the Better Ads Standards for desktop web and mobile web, as developed by the [The Coalition for Better Ads.]

TECH SPECS: EMAIL

SLA
5 working days

Our commitment to delivering successful emails includes internal checks and best practice advice around creative, subject line, and targeting. Five working days are required to allow us to input and preview / test.

To successfully deliver this work we will require:

- Fully filled out email template / html
- Click through URLs
- Targeting
- Subject lines

CONSIDERATIONS
If creative is not received within five working days of send, then the send will need to be rescheduled at the earliest availability in our email calendar.

Click here to take a look at all our UPP Resources, from updating your guide to official representative training.

TECH SPECS: FACEBOOK ADS

SLA
3 working days

Requirements from client:

- Creative(s) one creative per course
- Click through link(s)
- Targeting list if competitors or courses

Note: To allow for effective set up and optimisation of more substantial and complex campaigns please allow up to 5 working days for set up.

CONSIDERATIONS
In the event creative is provided later than expected we will make contact to determine when the campaign can go live. Please be aware that audiences are carefully constructed and change over time. Late copy can impact delivery, campaign duration and targeting – and ultimately can impact campaign performance and set up turnaround times.

W: 1200px **H:** 628px

Available as: Static image (.PNG / .JPEG)

Headline: 45 characters. Description: 30 characters.

Recommended resolution: Upload the highest-resolution image available. Images that consist of more than 20% text may experience reduced delivery. Learn more about text in images.

URL of page you want your advert to link through to.

Click here to take a look at all our UPP Resources, from updating your guide to official representative training.

OTHER TECH SPECS

CUSTOM HUB EDITS

SLA
5 working days

While smaller edits may be made within three working days (a small number of simple text edits) more substantial changes can take up to one week from receipt of copy changes, URLs and imagery.

CONSIDERATIONS
We will work in partnership with you to deliver content and creative changes. A Campaign Manager will work in conjunction with our editorial and CMS teams, please work closely with them to take advantage of this resource and make sure your changes are appropriate and effective.

END OF CAMPAIGN REPORTS

SLA
5 working days

Comprehensive end-of-campaign reports are produced as standard within 5 working days.

SURVEY

SLA
2 weeks set up + 2 weeks collection

Surveys can differ in extent and targeting, and accordingly delivery of responses can vary.

All surveys will require a minimum of two weeks to return results, from point of set up. Set up time can vary from a few days, to two weeks (dependent on scope and extent).

As such the period from completed brief to delivery of response can be four weeks, with complex projects potentially taking longer.

CONSIDERATIONS
Response delivery is reflective of survey complexity and respondent targeting, which differs from project to project. Our SLAs should be used as guidance; some surveys will require increased promotion and survey duration can vary. Naturally delays in receipt of items essential for set up will result in according delays to the opening of the survey and the delivery of response.

OTHER TECH SPECS

ADA

SLA
10 working days

Our TPP campaigns utilise highly rich and complex data and are subject to high standards of delivery and rigour.

To deliver this level of service we require ten days from brief to initial go live.

CONSIDERATIONS
The programmatic process begins with a completed briefing document, programmatic campaigns cannot be put live in less than 10 days from brief receipt.

In the event your brief is completed later than expected, your Account Manager, or our Programmatic Specialist, will liaise with you to confirm when your campaign will go live.

OFFICIAL REP

SLA
4 working days

We are committed to giving you access to engage with our community through your Official Rep within four working days of receipt of your completed template.

CONSIDERATIONS
The Official Rep process begins with receipt of the completed template. Later than anticipated delivery of the template will result in later than anticipated access to the service.

OTHER TECH SPECS

FEATURED CONTENT ADVERTORIAL

SLA

3 weeks before the go-live date

We are committed to setting advertorials live within three weeks of receiving a full brief. Please note that Home Page advertorials go live on a Monday, and as such the brief should be taken a full three weeks before go live date.

CONSIDERATIONS

In the event that a brief is not taken to timetable, or we incur delays in sign off or additional proof and amends stages, then go live date will be impacted.