

Service level agreements (SLA's) and tech spec's



The
Student
Room

Tech specs: MPU

SLA

3 working days

Campaign will be set up with full treatment.

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

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.

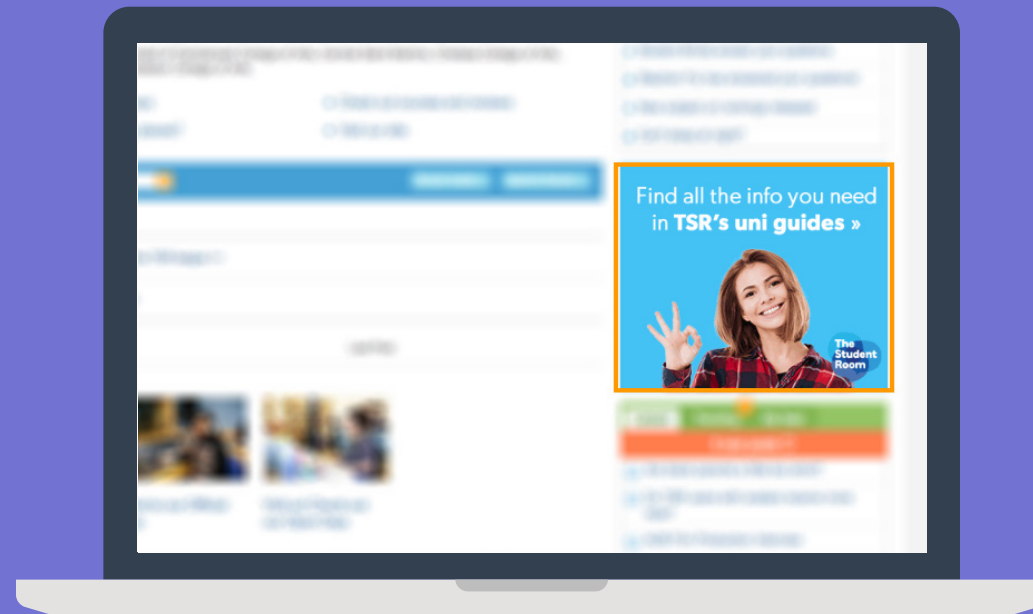
W: 300px **H:** 250px

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)

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.



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 desktop & mobile

SLA

3 working days

Campaign will be set up with full treatment.

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

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.

Desktop: W: 728px H: 90px

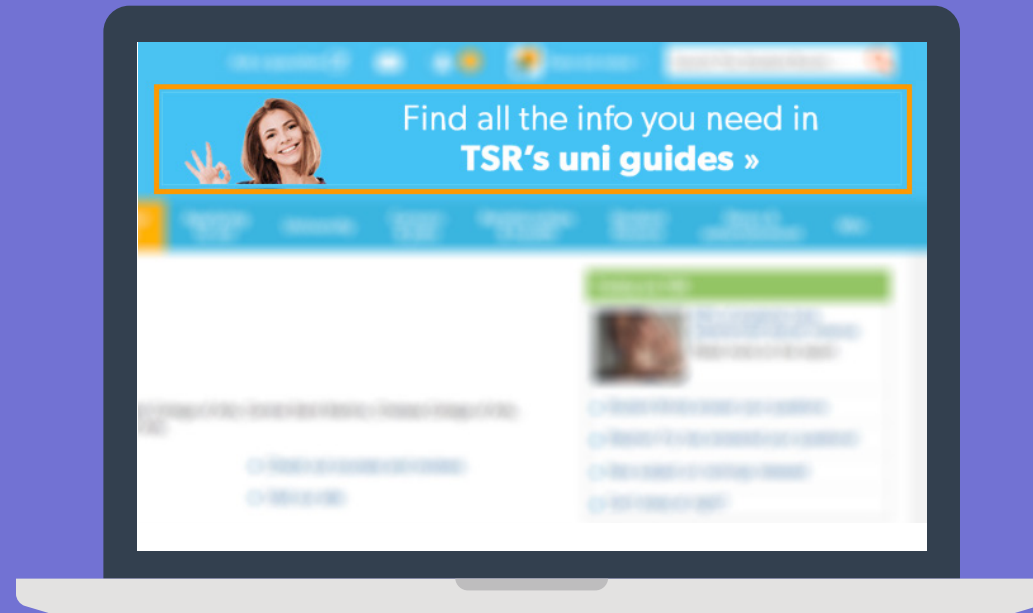
Mobile: W: 320px H: 50px

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)

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Coalition for
Better Ads

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: HPU

SLA

3 working days

Campaign will be set up with full treatment.

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

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.

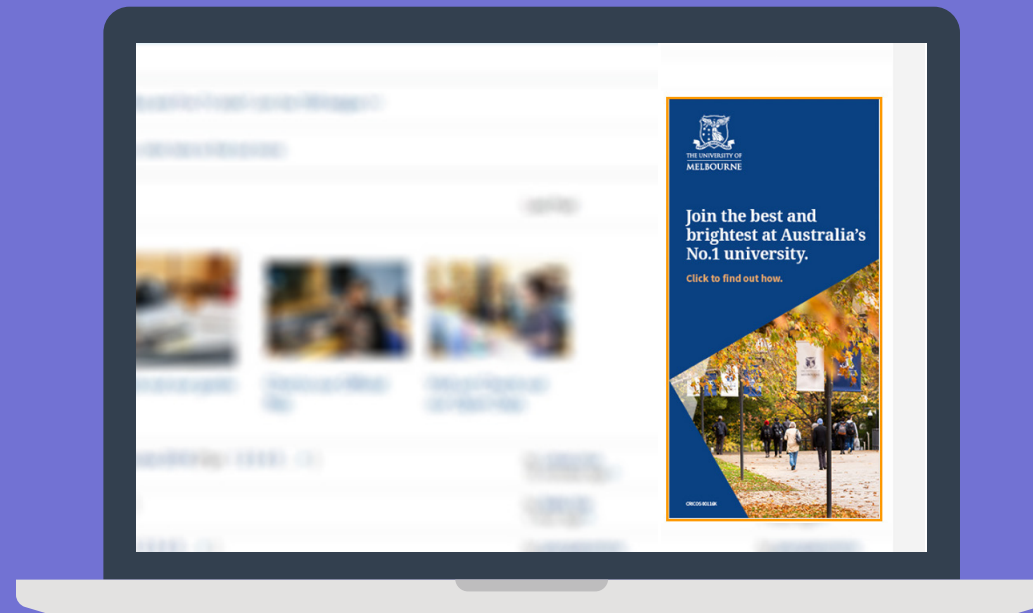
Desktop: W: 300px H: 600px

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)

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Coalition for
Better Ads

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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.

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

Desktop:

Leaderboard: W: 728px H: 90px

MPU: W: 300px H: 250px

Mobile:

Leaderboard: W: 320px H: 50px

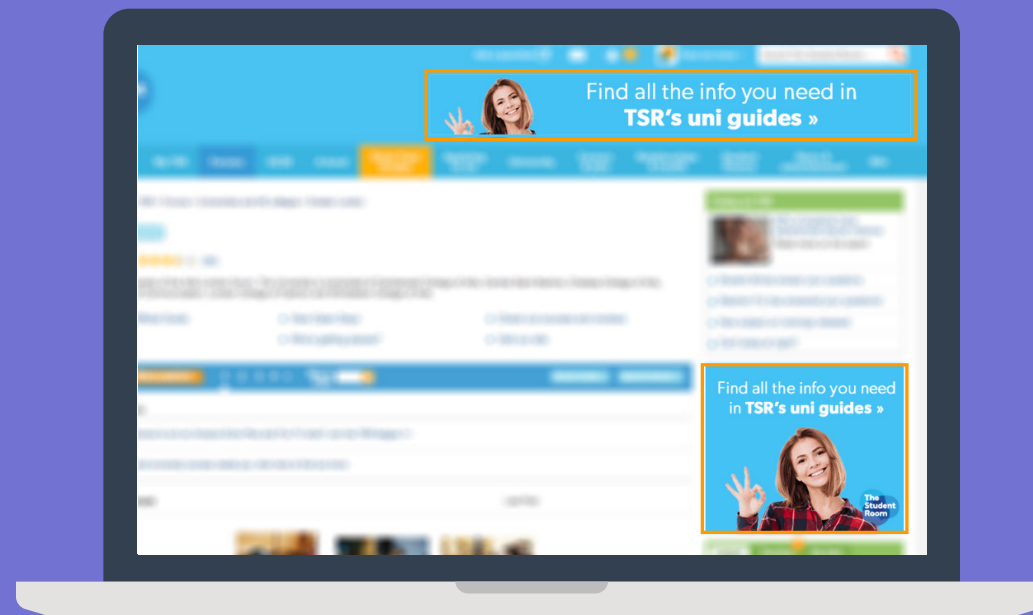
MPU: W: 300px H: 250px

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)

Considerations

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



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: Announcement

SLA

3 working days

Campaign will be set up with full treatment.

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

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.

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

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

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

Considerations

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Tech specs: Billboard

SLA

3 working days

Campaign will be set up with full treatment.

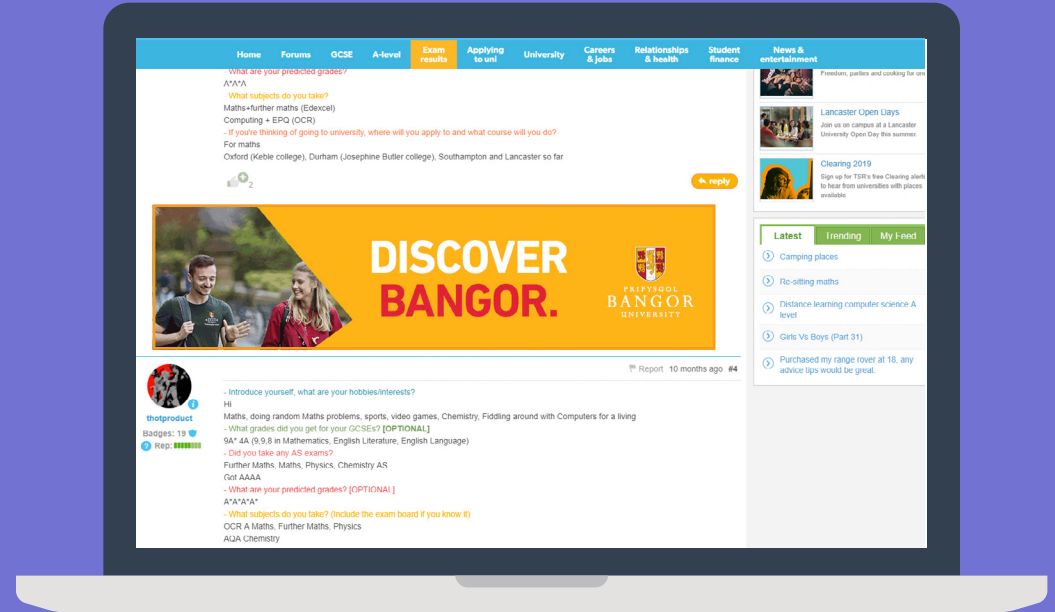
- Creative(s)
- Click through link(s)

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.

W: 970px H: 250px

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

File size recommendation: 70kb (the larger the file size, the longer it takes to load on a page)



Considerations

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Coalition for
Better Ads

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: Subject Alerts

SLA

3 working days

Campaign will be set up with full treatment.

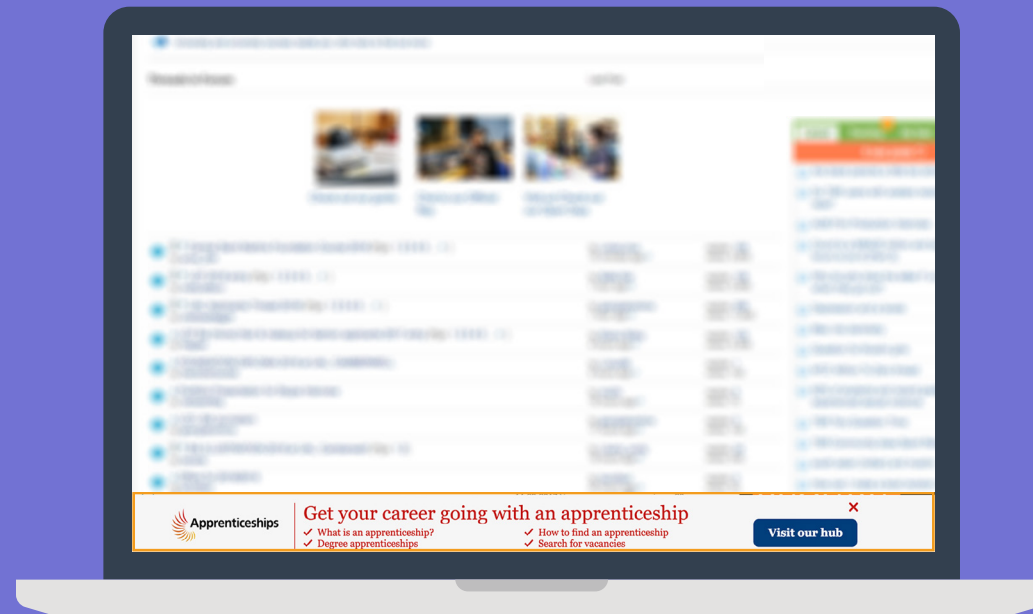
- Logo (transparent .PNG, over 500px wide)
- Title, desktop – Max 45 characters including spaces
- Title, mobile – Max 25 characters including spaces
- 4x courses – Max 40 characters including spaces
- Background colour (hex colour code if you have it)
- Click through link
- Phone number (optional – only shown on mobile)

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.



Coalition for Better Ads

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: Clearing button

SLA

3 working days

Campaign will be set up with full treatment.

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

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.

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

Body text: up to 70 characters

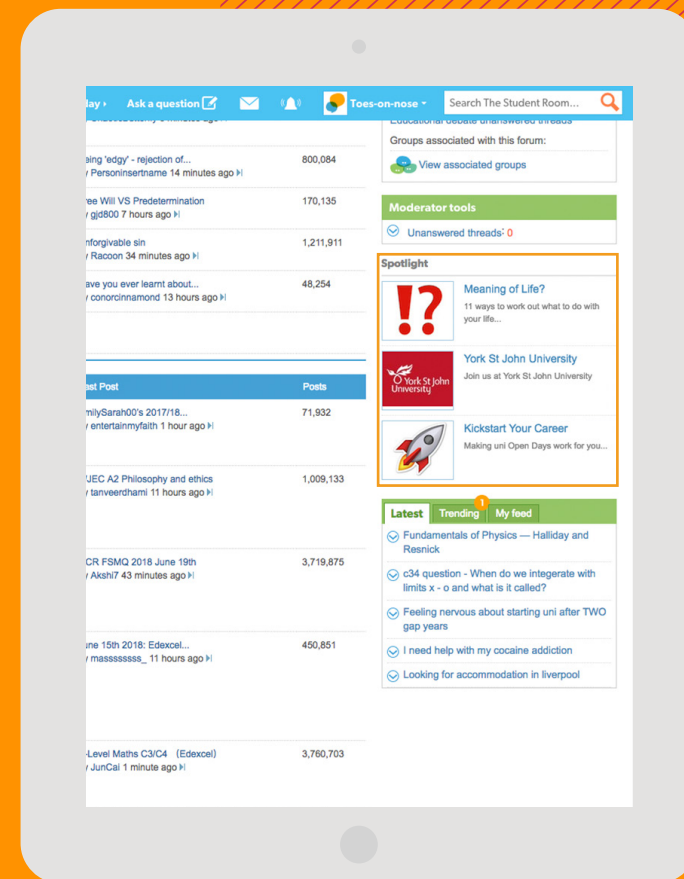
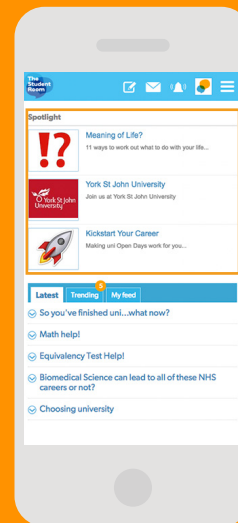
Image: W: 90px H: 70px

Max image file size: 35kb

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

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.



Tech specs: Email

SLA

5 working days

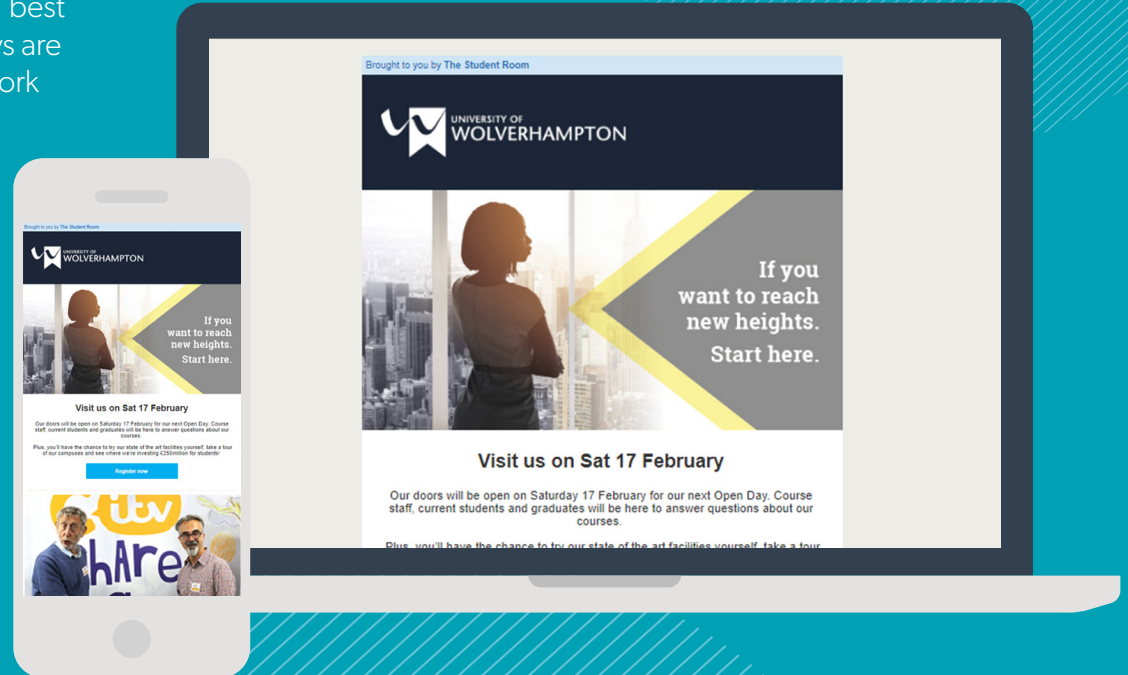
Our commitment to delivering successful emails includes internal checks and best practice advice around creative, subject line, and targeting. Five working days are required to allow us to input and preview / test. To successfully deliver this work we will require:

- 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.

Submit your own email ready HTML, or use one of our tried and tested email templates.



Tech specs: SMS

SLA

3 working days

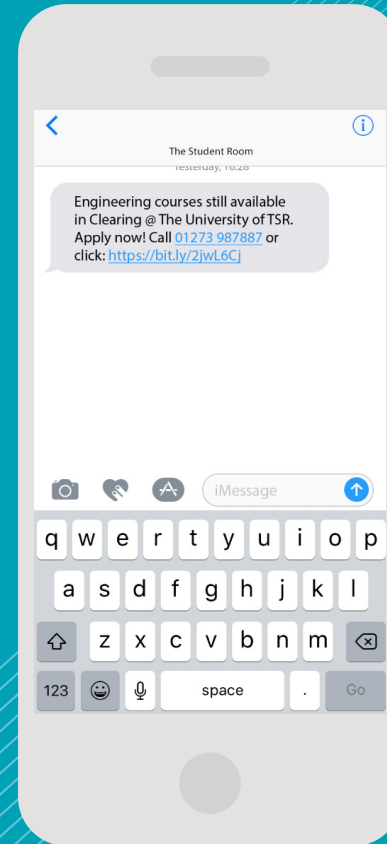
Please note we require your creative at least three working days prior to the go live date to ensure these begin on the agreed start date. If any ad's are received late, this will affect delivery and/or performance.

To successfully deliver this work we will require:

- Text message: Maximum 95 characters including spaces
- URL link (if you wish to track this yourself, please provide a shortened link, i.e. a Bitly link)

Considerations

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



Tech specs: Facebook ads

SLA

3 working days

Requirements:

- 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.

W: 1200px H: 1200px

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

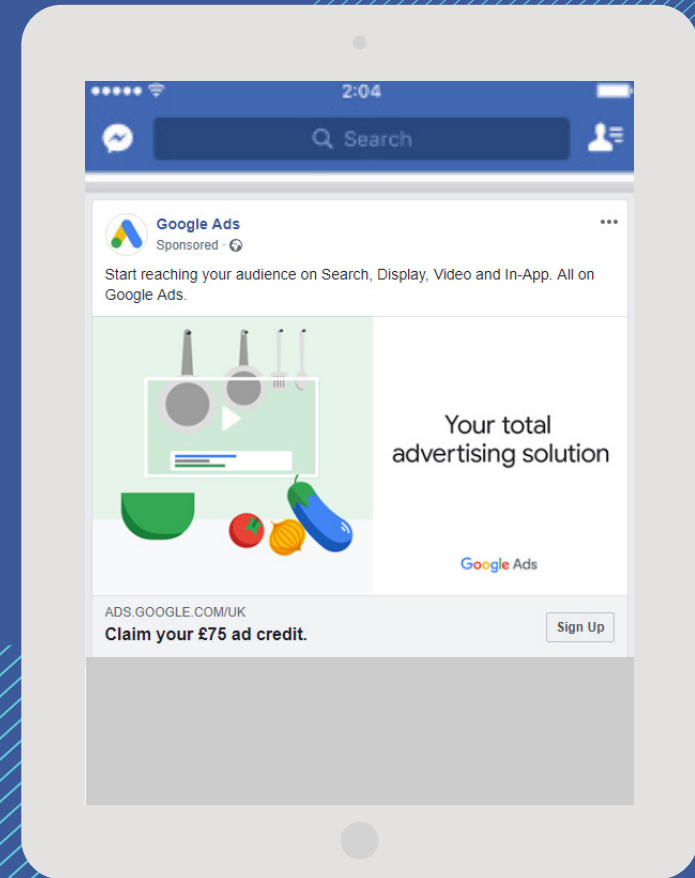
Headline: 25 characters, **Text:** 125 characters, **Link description:** 30 characters

Recommended resolution: Upload the highest-resolution image available.

Images that consist of more than 20% text may experience reduced delivery.

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.



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

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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.](#)

