

# Event direct response

## Technical specifications



## Targeted impressions

We accept all assets as a .PNG, .JPEG, .GIF with a max file size of 100kb or 3rd party tags (for Offsite)

### Unified Native ads

#### Text (incl. spaces)

Header: 10-40 characters

Body: 90 characters

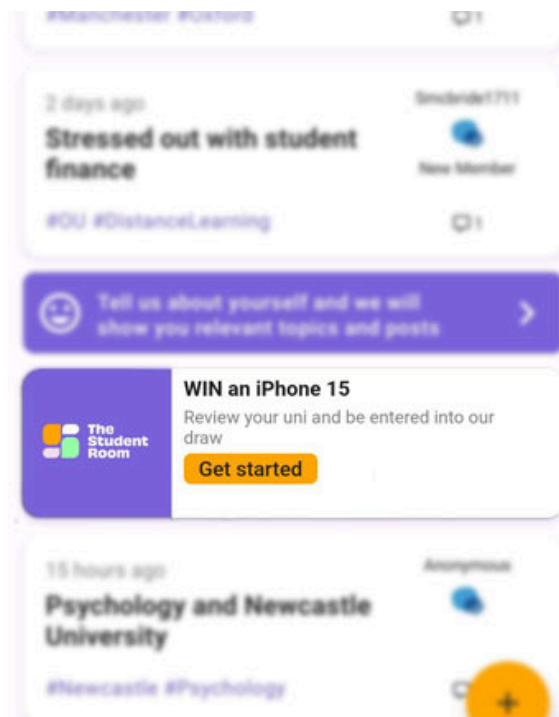
CTA: 15 characters

#### Destination URL

#### Image (Optional)

W:600-1146px H:600px

Image may be rendered at 100x100px so please ensure any graphic or text is legible at that size.



### Offsite Standard placements

**Leaderboard (LB)** W:728px H:90px

**Mobile Leaderboard (MLB)** W:320px H:50px

**Mid page unit (MPU)** W: 300px H:250px

**Half page unit (HPU)**W:300px H:600px

## SMS

Your SMS message can contain up to 100 characters.

Your UTM tracked URL will be shortened and is not a part of the 100 character count.

Your URL MUST be unique for this campaign, and should direct to your open day booking page.

All SMS also include info from The Student Room on how to opt out.

