Event direct response
Technical specifications

Email

Our direct response campaigns include two emails – we recommend that one of these talks about your strengths as an institution, whilst the other should be about your upcoming open days.

Each email requires:

– 600px x 300px header image (including your logo)

– Header copy

– Suggested 100–150 words of body copy

– Call to action button copy

– Call to action URL (UTM tracked – also used on header image)

– 3 x hex colours for use across header, copy, and CTA button

All email assets are required to be provided together.

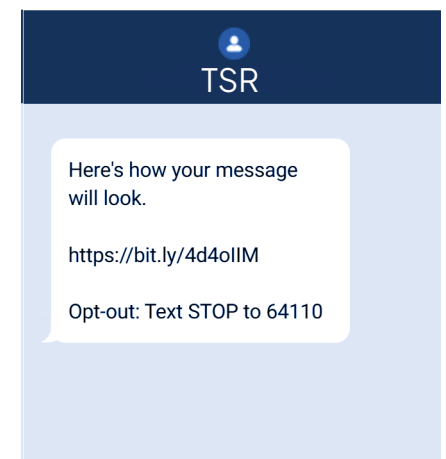HTML can also be provided if preferable.

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.

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Targeted impressions

We accept all assets as a .PNG, .JPEG, .GIF with a max file size of 45kb or 3rd party tags

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

Native ads

Image

W:600px H:600px

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

Text (incl. spaces)

Header: 25 characters

Body: 90 characters

CTA: 15 characters