#### **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.



assets as per specs on the left

here

or

This email was sent to you by The Student Room because you gave us your email address along with

# 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.



Here's how your message will look.

https://bit.ly/4d4oIIM

Opt-out: Text STOP to 64110

### **Event direct response** Technical specifications



# **Targeted impressions**

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

#### Standard placements -WIN Leaderboard (LB) W:728px H:90px Mobile leaderboard (MLB) W:320px H:50px Mid page unit (MPU) LOW IN From A-levels to advocacy with acr W: 300px H: 250px Half page unit (HPU) W:300px H:600px ty help Uni cours Native ads 1 hour ago 1 Image Switching from I to PPE W:600px H:600px dream Image may be rendered at 100×100px so please ensure any UEN graphic or text is legible at that 2 days ago size. Stressed out wit finance Text (incl. spaces) FOU #DistanceLear 01 Header: 25 characters Body: 90 characters WIN an iPhone 15 CTA: 15 characters Review your uni and be entered into our Stude draw Get started 15 hours ago **Psychology and Newcastle** University Q