Event direct response
Technical specifications

Email

Our direct response campaigns include up to four emails. The first three of these should be brand-building, highlighting the best features of your uni, with the final email being about the open day.

We recommend these are:

– One about the courses you offer

– One about your campus

– One about student life at your uni

– One specifically about the open day you're promoting

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), relevant to each individual email

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

If you prefer, we can craft email copy based on the landing pages you provide.

All email assets are required to be provided together.

View in browser

UNI SPOTLIGHT

The Student Room

Here's some info from a uni we think you'd be interested in

Your HTML here

or

assets as per specs on the left

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

SMS

Your SMS message can contain up to 120 characters.

Your UTM tracked URL will be shortened and is not a part of the 120 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.

TSR

Here's how your message will look.

https://bit.ly/4d4oIIM

Opt-out: Text STOP to 64110
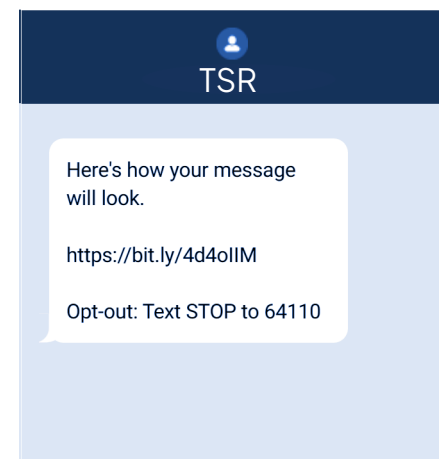
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Targeted impressions

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