

CAREER FINDER

SPECIFICATIONS

UCAS



THANK YOU



Thank you for choosing to advertise your vacancies on Career Finder

With UCAS you can get your vacancies seen by over a million young people who register with us each year to explore their future options.

To support the creation of your job listing, please review the following specifications and follow the guidelines before submitting your content.

The UCAS Creative Acceptance Policy (CAP) is designed to ensure consistently high standards of advertising across all UCAS properties and platforms, and as such, all content (including paid advertising) is subject to approval by UCAS.

Additionally, all creatives must comply with all applicable legal and regulatory requirements including (but not limited to the following) to DMA Codes, ASA Guidelines, FCA regulations and Consumer Protection from Unfair Trading Regulations 2008.

We will not accept promotions:

- ▶ in relation to, or which reference, products or services which may not be in the best interests of students.
- ▶ from companies, businesses or organisations which are not able to demonstrate that they are established and reputable concerns and suitable to be associated with UCAS.
- ▶ which in any way could be misleading to students, or which make any representations which cannot be substantiated to our satisfaction.

RULES AND BEST PRACTICE

Creatives must:

- ▶ be clearly labelled for usage, packaged together and sent at the same time
- ▶ be supplied via an accessible method (email: services@ucas.ac.uk and zip preferred)
- ▶ be crisp and clear, with no blurred images, logos, or text
- ▶ have user click activated sound (where applicable)
- ▶ click into a new window

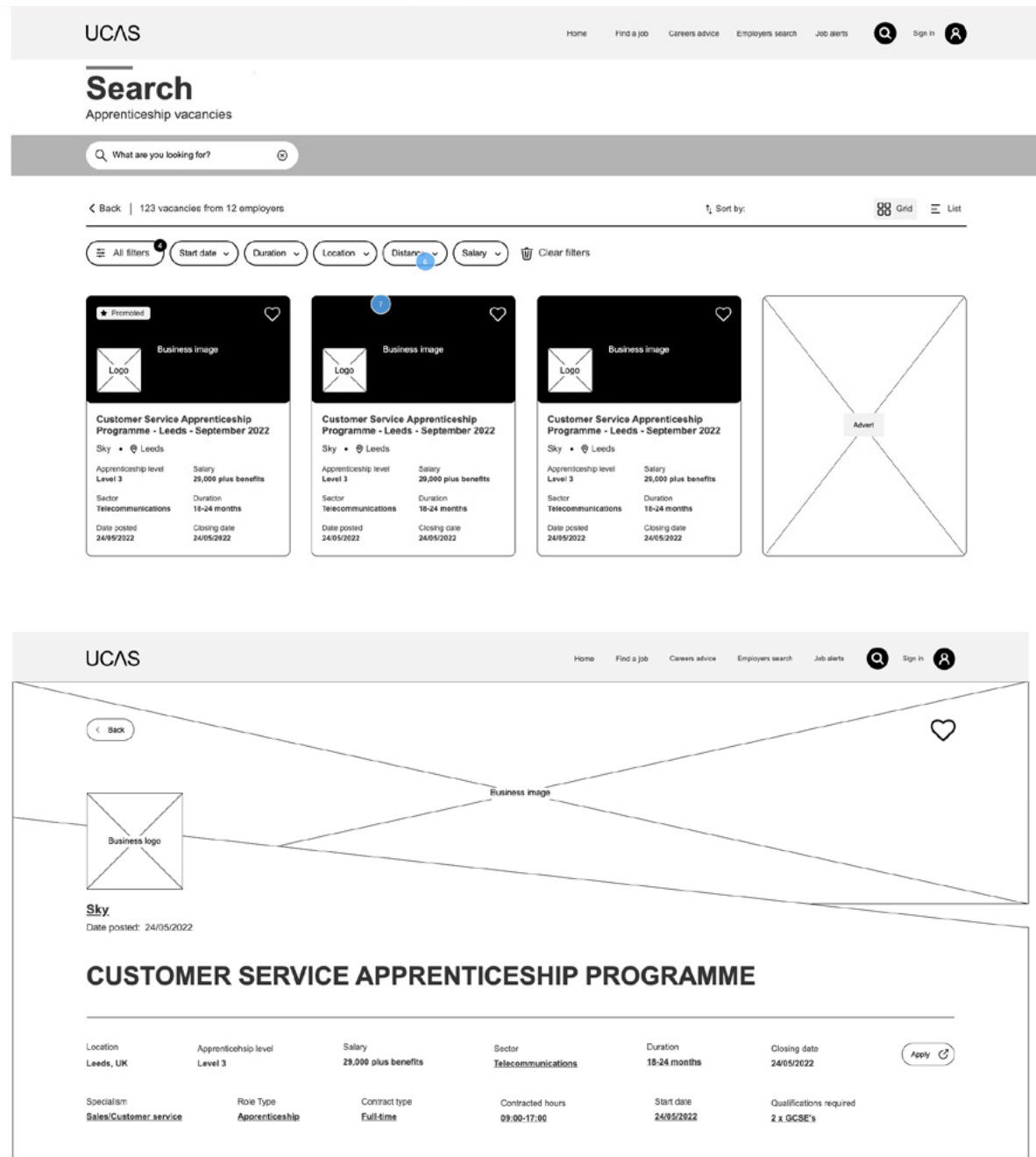
Creatives must not:

- ▶ exceed specifications detailed within this document (both in size and character count)
- ▶ contain any type of alcohol, drugs, nudity, gambling, racism, or profanity
- ▶ link to competitors' websites, or contain any reference to competitors
- ▶ devalue the UCAS website/brand
- ▶ download, upload, install, or copy any software, programmes, or data
- ▶ place tracking cookies on UCAS' websites or products – this is prohibited



CAREER FINDER LAYOUT

Job listings



REQUIRED INFORMATION



Your vacancy

- ▶ Vacancy title (job title, max of 200 characters)
- ▶ Vacancy reference (Employers/Vacancy reference, max 50 characters)

Vacancy details

- ▶ Salary description (max 1000 characters)
- ▶ Which organisation is this vacancy for? (Free text field, max 100 characters)

Vacancy categories

- ▶ Industry (Drop down list providing ref data for industry)
- ▶ Location (ability to add a max of 3 locations) (Free text field, max 100 characters)
- ▶ Nation (UK nation provided in the drop-down list)
- ▶ Qualification (Qualification ref data)
- ▶ When does the vacancy start?
- ▶ Duration (Free text field, max 50 characters)

Vacancy description

- ▶ Description (free text, bold to include a description, max 10000 characters)

Vacancy settings

- ▶ Please enter the full URL for the job application (2048 characters)
- ▶ Publication date
- ▶ Closing date

UCAS
Rosehill
New Barn Lane
Cheltenham
GL52 3LZ

01242 544 881

🖱️ ucas.com

🐦 twitter.com/ucas_corporate

🌐 linkedin.com/company/ucas

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