

Banner Advertising Requirements

1 Top banner

468 px wide
60 px high

2 Skyscraper banners

120 px wide
600 px high

3 MPU banner

300 px wide
250 px high

The screenshot shows the Apply to Uni website interface. A top banner (1) is located at the top right, featuring the UCA logo and the text 'University for the Creative Arts'. Two skyscraper banners (2) are positioned on the left and right sides of the page, containing the UCA logo and the text 'No.1 Specialist University for the Creative Industries' along with the website URL 'uca.ac.uk'. An MPU banner (3) is located at the bottom right, featuring the website URL 'uca.ac.uk'. The website content includes navigation menus, a search bar, and various article teasers such as 'Open Days', 'Clearing 2017', and 'University Guides'.



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- **Animated GIF** (Max file size 60kb)
- **Static JPG, PNG** (Max file size 60kb)
- **HTML5** (Max file size 150kb)



More HTML5 Guidelines: <https://goo.gl/CwqAbL>

2 Skyscraper banners (left/right)

120 px wide
600 px high

- **Static** GIF, JPG, PNG (Max file size 60kb)



Static Banners only

- 1x Left and 1x Right skyscraper banners
- Left and right can be different (ie. left=message right=call to action)