

Advertising Spec Sheet

Thank you for choosing to advertise with Bristol Students' Union – we hope your experience working with us is successful and enjoyable!

Digital Assets

For each advertising service required, we will need some assets from you. Please see below the required assets for each activation. You can [find examples of assets here](#). If you have any questions, please get in touch with us at Bristolsu-media@bristol.ac.uk.

Opportunity	Asset required	File type	Dimensions	Additional requirements	Deadline
Social					
Instagram story (1 slide)	1x static image OR 1x video under 1 min length to be posted on Instagram stories	JPG/PNG or MP4	1080px x 1920px	<ul style="list-style-type: none"> - Max 20 words copy to be added to story - Accounts to tag - Link to include 	1 week before live date
Instagram story (3 slides)	3x static image OR 3x video under 1 min length, numbered 1-3 in order of posting	JPG/PNG or MP4	1080px x 1920px	<ul style="list-style-type: none"> - Max 20 words copy to be added to each story slide - Accounts to tag - 1x link to include on final story 	1 week before live date
Instagram giveaway	1x image of brand/prize OR 1x video of brand/prize under 1 min length	JPG/PNG or MP4	1080px x 1350px	<ul style="list-style-type: none"> - Prize details and T&C's - Instagram handle to tag <p>There should not be any graphics or text layered on the image, remember our audience is students so please use imagery that is reflective of our demographic and our feed.</p> <p>Caption - if sending over a caption, please be conscious that we may edit this slightly to ensure it</p>	1 week before live date

				is in-keeping with our tone of voice.	
Instagram reel/Tik Tok	N/A	N/A	N/A	<ul style="list-style-type: none"> - 3x time/date options for student staff - Details of experience provided for 2 people (i.e.: 2x 3 course meal with 2 drinks) - Any specific inclusions for post (i.e.: New menu, student offer etc.) 	3 weeks before live date
Email					
SU E-newsletter banner	1x banner to be placed into SU E-newsletter	JPG/PNG/GIF	728px x 90px (Max size size 200kb)	- URL to link	1 week before send date
Solus email	Complete HTML file with embedded links/images included (We recommend using a HTML builder such as Mailchimp, use free templates and export as a HTML file with all your text, images, and links embedded.	HTML	600 – 700 px wide	- Subject line	1 week before send date
Website					
Website banner	1x banner to be used on website		468px x 60px (Max size 200kb)	- URL to link	1 week before send date
Jobshop	Fill out employers form	N/A	N/A	<p>Roles should be part-time, ideally <15 hours per week, no more than 20 hours per week.</p> <p>Ideally >£10.42 per hour (living wage).</p> <p>Location must be within Bristol postcodes.</p>	

Onsite					
Digital screens	1x portrait image OR 1x portrait video to be displayed on 4x digital screen across SU Richmond building	JPG with RGB colour settings OR portrait MOV – H.264/Quicktime file (Duration: 10 seconds. Audio stream: Encode without audio stream. Frame rate: 25 fps. Data rate: 6.0 – 8.0 Mbps. File size: <40MB.)	1080px x 1920px	<ul style="list-style-type: none"> - Please ensure any video that contains strobing or flashing images complies to Ofcom (ITU) safety guidelines related to photosensitive epilepsy. - After creating your image/video file, please rotate to create a landscape file. (Your design will be shown portrait but we need it to be delivered this way.) 	1 week before live date