

# NextGrad Static Graphic Ad Creative Guidelines

## Mission

NextGrad connects students with higher education and career path options, showcasing a range of regional, lesser-known, and emerging opportunities through North America's largest higher education media network. Our screens are prominently positioned in high schools across the US and Canada, capturing the attention of tomorrow's professionals, innovators, entrepreneurs, creatives, founders, and visionaries. This visual exposure inspires students to explore these possibilities while engaging with peers, teachers, and faculty in how to pursue their passions, interests, and goals.

## Campaign Content Recommendations

Educate students on unique and thriving programs, clubs, scholarship opportunities, open houses, application timelines, and important deadlines. Emphasize engaging statistics, specific advantages of the school or program, community connections, and any exciting and noteworthy aspects of attending the institution.

## Static Graphic Creative Requirements

**Dimensions:** 1080x1920

**Resolution:** 1080p

**Format:** PNG, JPG

**Flight Dates:** Include start and end dates for the creative or creatives if multiple are submitted in advance. We can pre-schedule multiple creatives with provided timelines. (We suggest two creatives per month– rotating together or running one the first half and swapping mid-month)

## Static Graphic Creative Guidelines and Recommendations

**Graphic Style:** Uncluttered, simple, bold visuals, eye-catching and relevant graphics

**School Branding:** Include name and logo

**Copy:** Include direct messaging, readable fonts, bold headlines (best kept under 7 words)

**Color Scheme:** High-contrast colors (raise ad recall by up to 38%)

**QR Codes:** Avoid use (Phone use in schools is banned by state law in many states)

**Frequency:** We suggest rotating creatives to sustain interest and variety in messaging (twice a month is optimal)

# NextGrad Video Ad Creative Guidelines

## Mission

NextGrad connects students with higher education and career path options, showcasing a range of regional, lesser-known, and emerging opportunities through North America's largest higher education media network. Our screens are prominently positioned in high schools across the US and Canada, capturing the attention of tomorrow's professionals, innovators, entrepreneurs, creatives, founders, and visionaries. This visual exposure inspires students to explore these possibilities while engaging with peers, teachers, and faculty in how to pursue their passions, interests, and goals.

## Campaign Content Recommendations

Educate students on unique and thriving programs, clubs, scholarship opportunities, open houses, application timelines, and important deadlines. Emphasize engaging statistics, specific advantages of the school or program, community connections, and any exciting and noteworthy aspects of attending the institution.

## Video Creative Requirements

**Dimensions:** 1080x1920

**Resolution:** 1080P, 4K Video

**Ratio:** 9:16 tall

**Duration:** Must be exactly 15 seconds

**Audio:** No audio permitted

**Format:** MP4, MOV or MPEG

**Flight Dates:** Include start and end dates for the creative or creatives if multiple are submitted in advance. We can pre-schedule multiple creatives with provided timelines. (We suggest two creatives per month– rotating together or running one the first half and swapping mid-month)

## Video Creative Guidelines and Recommendations

**Video Style:** Cinematic, footage-based, motion graphics, and animated formats effectively capture students' attention

**School Branding:** Include name and logo, visible across video duration for students in transit

**Copy:** Include direct messaging, readable fonts, bold headlines (best kept under 7 words)

**Color Scheme:** High-contrast colors (raise ad recall by up to 38%)

**QR Codes:** Avoid use (Phone use is banned by state law in many states)

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