

# SUSU

# FRESHERS 2022

## Media Pack

## Freshers 2022

Southampton University Students' Union (SUSU) is at the heart of Highfield campus offering a wide range of services and opportunities to its 25,000 students.

Every year SUSU deliver an exciting range of events and activities to students during Freshers Week and despite a difficult couple of years, this year will be bigger than ever. By listening to feedback from our students we have kept a number of changes that were introduced during the pandemic in order to continuously improve student safety and enjoyment.

This year our welcome events will run from Saturday 24th September to Sunday 2nd October. We have a number of highlights during that time, the main one being our Freshers Fair on Friday 30th September, alongside our Welcome Parties, Clubs and Society Fairs and Freshers Ball to name a few.

As an advertiser you get the opportunity to choose from a wide range of advertising channels to help your company/brand engage and build lasting relationships with a large student audience, creating the opportunity to gain brand recognition and loyalty.

**Top 20  
UK University  
Ranking**

**25,000  
University  
Students**

**400+  
Clubs &  
Societies**

**Get in touch: [susales@soton.ac.uk](mailto:susales@soton.ac.uk)**  
Discount for charities available on request.



# Freshers Fair

Our Freshers Fair provides the perfect opportunity to interact and engage face-to-face with students when they first arrive at University. Held on Friday 30th September, it's the place to be for brands looking for exposure to students. With an estimated footfall of **5,000 students**, it really is the perfect opportunity to make a lasting impression and develop long-term brand awareness.

Spaces are limited and sell out every year, so please contact us for more details.

## Location

Redbrick Standard  
 Garden Court Standard  
 The Cube Standard  
 Concourse Standard  
 Marquee Standard  
**Redbrick Showcase**  
 Garden Court Showcase  
**Marquee Showcase**  
 The Cube Showcase  
 Sports Hall Standard  
 Sports Hall Showcase

## Size

2m x 2m  
 2m x 2m  
 2m x 2m  
 2m x 2m  
 2m x 2m  
 4m x 2m  
 4m x 2m  
 4m x 2m  
 4m x 2m  
 2m x 2m  
 4m x 2m

## Price

£1000  
 £800  
 £600  
 £700  
 £850  
 £1,800  
 £1,500  
 £1,600  
 £1,100  
 £500  
 £900

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# Wall Planner

SUSU's wall planner is an A2 sized giant calendar with all the need to know dates for not only the academic period but also showcasing the SUSU events diary – it will be our students go-to for the whole year. It is distributed to 6,000 first, second, and third-year students and will be on many walls all year round.

**Single Advert | 85mm x 55mm | £400**

## Event Sponsorship

Our Freshers events span the first three weeks of student life on campus and include a variety of activities. You have the opportunity to team up with some of our bigger events to get your brand in front of our students as a key sponsor via Freshers Event Sponsorship.

"**Sponsored by**" message and web address on all marketing for the specific event, including social media, website posts, student emails and digital screens. Also includes a stall on the day of the event (**up to 3m x 3m pitch**) and your own banners/marketing at the event.

**Events individually priced**

### Available events:

**Welcome Parties**  
**BBQ and Fairground**  
**Freshers' Ball**  
**Treasure Hunt**  
**Plant a Plant**  
**Global Village**  
**Computer Game Competition**  
**Bingo Lingo Night**

*For full details of Event Sponsorship on rates card please email*

***susales@soton.ac.uk***

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# Email Opportunities

On the 10 days leading up to freshers, emails will be sent to all students, showcasing the exciting opportunities they can get involved with when they arrive. SUSU is offering the opportunity to add a banner advert to those emails.

**Single Advert | 750 x 90Px (Landscape) | £750**

## Website Opportunities

**Banner Advert:** rotating advert on susu.org website. (There are 4 available at any one time.)

**Size: 1200 x 130px asset**

**3 Weeks of Freshers £500**

## Digital Screen Opportunities

Rotating digital screen advert, static image or **15 second** moving video clip. Limit of **5 per week**.

Requires **1080 x 1920px** Portrait as well as **1920 x 1080px** Landscape.

Multiple screens in **12 prime locations** on campus with footfall in the thousands each week.

**3 Weeks of Freshers £1000**



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# Social Media

Channel	Spec	Cost (per advert)	Followers	Availability
Facebook (Central SUSU)	1200 x 620px (Landscape) up to 500 characters	£150	11.1k	3 per week
Facebook (What's On/ Events)	1200 x 620px (Landscape) up to 500 characters	£150	4.7k	3 per week
Twitter	1200 x 620px (Landscape) with up to 280 characters	£150	13.3k	3 per week
Instagram Stories	1080 x 1920px (or 9:16 aspect ratio) No additional text and post auto deletes after 24 hours	£150	6.3k	Limit 3 per week.
Social Media Bundle	3 x Social Media Posts (One on each format)	£1000		Every Week for 3 weeks during Freshers

## Add a complete digital takeover

*Includes social media, home page banner and digital screens  
for Freshers* **£2000**

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SUSU is a registered not for profit charity that exists to support over **25,000** members through the good times as well as the bad, to ensure they all love their time at Southampton.

**Address:**

The University of Southampton Students' Union  
Building 42, University Rd, Southampton SO17 1BJ  
Company no. 8034371 & Charity no. 1148683



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