

Media Rates Sheet – All prices exclude VAT

For all enquiries please email SUSales@soton.ac.uk

<u>Description</u>	<u>Price</u>	<u>Formatting</u>	<u>Scope</u>
Social Media			
Posts including stories on various social media formats. Text should be minimal.			
Facebook	£100	1200 x 620px (landscape)	11.1k followers
Twitter	£100	1200 x 620px (landscape)	13.3k followers
Instagram	£100	1080 x 1920px (or 9:16 aspect ratio) (Minimal text as story based)	6.3k followers
Triple Package (All 3 of above)	£250	As above	

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Digital screens			
Digital screens found outside of building 42 students union and at the entrance to the Bridge bar/cafe.			
Week	£250	1080 x 1920 px for portrait 1920 x 1080 px for landscape	Prime location on campus, with footfall in the thousands
4 Week	£750		
12 Weeks	£2,000		

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Website Adverts			
Banner Advert on the SUSU.org Website			
4 Weeks	£400	1200 x 130 px asset / tracking URL	over 50k views a month
12 Weeks	£1,000		

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Email Banner			
Email banner in monthly all student email			
1 month	£1,200	750 x 90px	19.5k students direct to their inbox

Other bespoke media is available through discussion, including, onsite posters, event sponsorship, rooms sponsorship, yearly partnership packages and cinema advertising.

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