

# Advertise with us.



2018/19 Media Pack

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**SUSU.**  
Our Students'  
Union

# Freshers' Week Opportunities

## Freshers' Fayre Stand

Our Freshers' Fayre provides the perfect opportunity to interact and engage face-to-face with students when they first arrive at University. Held on Friday 28 September, our fayre is for commercial stall holders to attend.

With an estimated footfall of 6,000 last year, it really is the perfect opportunity to make a lasting impression and develop long-term brand awareness. Spaces are limited so please contact us for more details.

Location	Size	Price
Marquee standard	2m <sup>2</sup>	£850
Garden Court standard	2m <sup>2</sup>	£800
Concourse standard (Union Reception)	2m <sup>2</sup>	£1,600
Bar 2 standard	2m <sup>2</sup>	£800
The Cube standard	2m <sup>2</sup>	£850
Sports Hall standard	2m <sup>2</sup>	£750
Marquee premium	4m <sup>2</sup>	£1,600
Garden Court premium	4m <sup>2</sup>	£1,550
The Cube premium	4m <sup>2</sup>	£1,600
Sports Hall charity rate	2m <sup>2</sup>	£375
Outdoors	5m <sup>2</sup>	£2,000

## Freshers' Magazine

The Freshers' Magazine is delivered directly to students' halls for their arrival.

There is limited advertising space available in the Freshers' magazine so space will be sold on a first come first served basis.

Advert position	Price
Full page (A5)	£750
Inside front cover (A5)	£850
Inside back cover (A5)	£750
Back cover (A5)	£1,300





## Wallplanner advert

The Union wall planner is a fold out publication featuring a giant calendar with all the need to know dates for the academic year.

It's distributed to 6,000 first, second and third year students, so your advertisement would be on that many students' walls all year round.

<b>Print run</b>	6,000
<b>Price</b>	£450
<b>Dimensions</b>	85mm x 55mm
<b>Artwork deadline</b>	01 August

## Halls Welcome Packs

Welcome packs are distributed to students living in halls of residence during the arrivals weekend.

Inserts can include; leaflets, samples, booklets or posters. Please Note: Inserts to be provided to the Union.

<b>Location</b>	Halls of Residence
<b>Quantity</b>	5,000
<b>Price</b>	£1,000
<b>Deadline</b>	01 August

## Freshers' Bags

With 5,000 bags produced, sponsorship will enable you to get your logo seen by thousands of students at the busiest event of the year.

It's an original way to encourage brand awareness and because the bags are reusable, your brand could be seen throughout the rest of the year and beyond.

<b>No. of bags</b>	5,000
<b>Insert type</b>	Leaflet    Product
<b>Price</b>	£750    £500
<b>Deadline</b>	01 August



# Year Round Media

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## Digital Advertising

### Web Banner

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Per month	£200
Per term	£550
Per year	£1,350

Part of a rotation. Displays for 15 seconds.  
**Specs** 1200 x 130 pixels

### Web Button

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Per month	£120
Per term	£280
Per year	£1,200

Part of a rotation. Displays for 15 seconds.  
**Specs** 300 x 224 pixels





## TV Screens

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Per week £250

Per month £600

**Specs** 1920 x 1080 pixels

## Cinema Advert

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Per showing £50

**Specs** 1920 x 1080 pixels



## Online Calendar

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Per event £150

**Specs** 1024 x 768 pixels

# Year Round Media

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## Digital Advertising

### Targeted Email

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Prices starting from £1,200

Sent to 25,000 students. Limited availability. Please contact [sales@susu.org](mailto:sales@susu.org) for more information.



### Social Media Post

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Tweet £100

Facebook post £100

The Union reserves the right to tweak content and choose timing of posts.



**11,000+**  
followers



**6,000+**  
followers

# Year Round Media

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## Print Advertising

### Publications

The Wessex Scene and The Edge are the Union's full colour magazine and entertainments guide, written by students for students. 1,500 copies are distributed monthly from September through until June.

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Full page	£400
Half page	£300
Back cover	£700
Inside front cover	£700

**Specs** Wessex Scene: 168mm x 244mm + 3mm bleed.

The Edge: 168mm x 244mm + 3mm bleed.

### Poster sites

Located in high footfall areas around the Union at the heart of Highfield campus.

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A1 stands *	£150
A4 displays **	£50

\*Prices per week per site. Subject to availability.

\*\*Prices per week for 10 sites.



# Year Round Media

## Face-to-Face Advertising

### Leaflets

Self distribution	£250
Union distribution	£400

Prices per day from 10:00 - 16:00. We recommend 2,000 flyers for this time period.

### Promotional Stand

Indoor	From £300
Outdoor	From £500

Prices per day from 10:00 - 17:00. Includes a table in an area of the Union. Large sets will incur additional costs. Tables approx 6ft x 3ft.





# Sponsorship

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## Events

We have a wide variety of high profile events across the year such as the EVAs, AU Ball and Graduation Ball. This is a great opportunity to push your brand out to the masses, or choose smaller bespoke events to attract a specific crowd.

You can sponsor entire events, or individual parts. Contact [sales@susu.org](mailto:sales@susu.org) for more info.

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## Sports

Sponsorship for our sports could include anything from logo's on kits to advertising at our sports grounds.

## T-shirts

We have the opportunity for advertising on our t-shirts for specific events throughout the year, including Halls Fest, Refreshers Week and more.

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## Hospitality rider

Get your brand in the hands of various celebrities at some of our large events over the academic year, such as Freshers' Ball and Graduation Ball.



# Advertising Opportunities

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## At a glance

### Freshers' Week opportunities

#### Freshers' Fayre stands

Marquee standard	£850
Garden Court standard	£800
Concourse standard	£1,600
Bar 2 standard	£800
The Cube standard	£850
Sports Hall standard	£750
Marquee premium	£1,600
Garden Court premium	£1,550
The Cube premium	£1,600
Sports Hall charity rate	£375
Outdoor	£2,000

#### Freshers' Magazine adverts

Full page (A5)	£750
Inside front cover (A5)	£850
Inside back cover (A5)	£750
Back cover (A5)	£1,300

Wallplanner advert £450

Halls Welcome Pack insert £1,000

#### Freshers' Bag inserts

Leaflet £750

Product £500



# What our clients say about us...

**The University of  
Southampton Students' Union  
is a pleasure to work with. We  
have been able to promote our brand  
to their students through both digital  
and print media and events such as the  
Freshers' Fayre and Varsity.**



**The Union has supported our brand for  
many years now and comes up with new  
and exciting ways for us to advertise  
to students.**

Michelle Jay  
Marketing Manager - Dominos Pizza

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## **University of Southampton Students' Union**

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