

# *FRESHERS*

2023

## Media Pack



# Freshers 2023

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 23rd September to Friday 6th October**. We have a number of highlights during that time, the main one being our **Freshers Fair on Friday 29th 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: [SUSUSales@soton.ac.uk](mailto:SUSUSales@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 29th September 9am to 5pm, 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.



## Space Hire

- Stalls at our Freshers fair event come with a single table as standard (2 tables for Showcase).
- Some stalls may have power/water available by advance request.
- Larger power requirements may incur an extra charge.
- Equipment such as gazebos may incur an extra charge.

## Location

**Redbrick Standard**  
**Redbrick Showcase**  
**Concourse Standard**  
**Veg Out**  
**Bar 3**  
**Cube**  
**Team Southampton Sports Hall**  
**Jubilee Sports Hall**  
**Marquee (Showcase Only)**  
**Marquee (Takeover)**

## Size

2m x 2m  
4m x 4m  
2m x 2m  
2m x 2m  
2m x 2m  
2m x 2m  
2m x 2m  
2m x 2m  
5m x 5m  
Whole Space

## Price

£1,000  
£1,800  
£900  
£800  
£700  
£600  
£500  
£500  
£1,000  
£5,000

(External) Premium Spaces  
(External) Premium Spaces  
(Internal) Ground Floor  
(Internal) Second Floor  
(Internal) Second Floor  
(Internal) Third Floor  
(Internal) Bottom Floor  
(Internal) Ground Floor  
(Internal) Premium Spaces  
(Internal) Premium Spaces

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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

\*Last years wall planner

**SUSU**  
Southampton University  
Students' Union

www.susu.org  
UnionSouthampton  
@Union\_Soton

**WHAT'S ON...**  
@susuwhatson  
\*ALL DATES ARE SUBJECT TO CHANGE\*  
Please check www.susu.org for the latest info.

**280+ SOCIETIES**  
**80+ CLUBS**

**STUDENT VOICE**

**SEPTEMBER**  
1 Thu  
2 Fri  
3 Sat  
4 Sun  
5 Mon  
6 Tue  
7 Wed  
8 Thu  
9 Fri  
10 Sat  
11 Sun  
12 Mon  
13 Tue  
14 Wed  
15 Thu  
16 Fri  
17 Sat  
18 Sun  
19 Mon  
20 Tue  
21 Wed  
22 Thu

**OCTOBER**  
1 Sat Freshers Ball  
2 Sun  
3 Mon  
4 Tue  
5 Wed  
6 Thu  
7 Fri  
8 Sat  
9 Sun  
10 Mon  
11 Tue  
12 Wed  
13 Thu  
14 Fri  
15 Sat  
16 Sun  
17 Mon  
18 Tue  
19 Wed  
20 Thu  
21 Fri  
22 Sat

**NOVEMBER**  
1 Tue  
2 Wed  
3 Thu  
4 Fri  
5 Sat  
6 Sun  
7 Mon  
8 Tue  
9 Wed  
10 Thu  
11 Fri  
12 Sat  
13 Sun  
14 Mon  
15 Tue  
16 Wed  
17 Thu  
18 Fri  
19 Sat  
20 Sun  
21 Mon  
22 Tue

**DECEMBER**  
1 Thu  
2 Fri  
3 Sat  
4 Sun  
5 Mon  
6 Tue  
7 Wed  
8 Thu  
9 Fri  
10 Sat  
11 Sun  
12 Mon  
13 Tue  
14 Wed  
15 Thu  
16 Fri  
17 Sat  
18 Sun  
19 Mon  
20 Tue  
21 Wed  
22 Thu

**JANUARY**  
1 Sun  
2 Mon  
3 Tue  
4 Wed  
5 Thu  
6 Fri  
7 Sat  
8 Sun  
9 Mon  
10 Tue  
11 Wed  
12 Thu  
13 Fri  
14 Sat  
15 Sun  
16 Mon  
17 Tue  
18 Wed  
19 Thu  
20 Fri  
21 Sat  
22 Sun

**FEBRUARY**  
1 Wed  
2 Thu  
3 Fri  
4 Sat  
5 Sun  
6 Mon  
7 Tue  
8 Wed  
9 Thu  
10 Fri  
11 Sat  
12 Sun  
13 Mon  
14 Tue  
15 Wed  
16 Thu  
17 Fri  
18 Sat  
19 Sun  
20 Mon  
21 Tue  
22 Wed

**MARCH**  
1 Wed  
2 Thu  
3 Fri  
4 Sat  
5 Sun  
6 Mon  
7 Tue  
8 Wed  
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10 Fri  
11 Sat  
12 Sun  
13 Mon  
14 Tue  
15 Wed  
16 Thu  
17 Fri  
18 Sat  
19 Sun  
20 Mon  
21 Tue  
22 Wed

**APRIL**  
1 Sat  
2 Sun  
3 Mon  
4 Tue  
5 Wed  
6 Thu  
7 Fri  
8 Sat  
9 Sun  
10 Mon  
11 Tue  
12 Wed  
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16 Sun  
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22 Sat

**MAY**  
1 Mon  
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10 Wed  
11 Thu  
12 Fri  
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31 Wed

**JUNE**  
1 Thu  
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25 Sun  
26 Mon  
27 Tue  
28 Wed  
29 Thu  
30 Fri  
31 Sat

**Your day, room, tonight's food? Take them from drab to fab!**  
FOR STUDENT SAVINGS, TIPS AND MORE...  
WESTQUAYRETAIL.COM

**FIND YOUR NEW STUDENT HOME IN SOUTHAMPTON**  
Book online at [unitestudents.com](http://unitestudents.com)

**Careers, Employability and Student Enterprise**  
Autumn Careers Fair Monday 17 October 2022  
STEM Fair Tuesday 18 October 2022  
To find out more, visit [mycareer.soton.ac.uk](http://mycareer.soton.ac.uk)

**Free hot drink, Monday-Friday**  
Visit us in store during the week, and enjoy a tea or coffee on the go  
@likefamily

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

# Pre Arrival Emails

On the weeks leading up to freshers and arrivals, emails will be sent to all students, showcasing a single event or activity of the Freshers period. You have the opportunity to add a banner advert to one of those emails.

Single Advert | 750 x 90px (Landscape) | £500

# Digital Screen Opportunities

Rotating digital screen advert, static image or **15 second** moving video clip.

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.

**£600** (For all screens over the freshers period)



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# Social Media

Our social media channels are a great way to engage with students on their devices and in their everyday life. Over 50% of our total student numbers are signed up to our social media channels and this is a great way to engage with them quickly.

## Channel

### **Facebook** (Central/Whats On)

Single post on the SUSU Facebook account.  
Max 4 adverts per week.

## Spec

1200 x 630px (Landscape)  
500 characters blurb

## Price

£100

## Scope

11k followers

### **Twitter** (News Channel)

Single post on the SUSU twitter account.  
Max 4 adverts per week.

1200 x 630px (Landscape)  
280 characters blurb

£100

13.3k followers

### **Instagram** (Student Takeover)

Single stories post (24 hours) on the SUSU (Student Led) instagram account. Max 4 adverts per week. Does not have the swipe up function.

1080 x 1920px (or 9:16 aspect ratio)  
No additional blurb

£100

6.3k followers

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SUSU is a registered not for profit charity that exists to support over **24,500** 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 Road,  
Southampton SO17 1BJ

Company no. 8034371  
Charity no. 1148683

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