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Digital Advertising			
SUSU Website			
Description	Formatting	Price	Scope
<u>Rotating Homepage Banner</u>	A rotating banner at the bottom of our homepage (Max of 4 adverts per week)		
1 week	1024 x 576px asset Tracking URL	£100	Website homepage averaging 40k views per month
4 weeks		£360	
8 weeks		£680	
12 weeks		£960	
<u>Square Space Advert</u>	A square fixed logo add at the bottom of our website all year round showing affiliations/sponsorship/partnership (Max of 6)		
1 week	Square Logo asset Tracking URL	£100	Shows on the footer of every page of our website
All Year		£2,500	
This is a free product to any full year sponsorship deals that spend over £10,000 in full year packages or event/club sponsorship. Not including this item in the package price.			
<u>Voucher Page</u>	Use an exclusive special offer as a marketing tool. A cheaper weekly option at cost to promote your business through a deal		
1 Week	300 x 200px and under 200kb in file size	£25	Offer must also be exclusive to students. Offer, blurb and picture can be changed every 4 weeks or monthly.
Whole Year Reservation	1-2 lines blurb about deal Tracking URL to your webpage (offer)	£500	
<u>Job Shop Page</u>	Use our recruitment page to advertise your part time current jobs to students		
1 Week	300 x 200px and under 200kb in file size Picture Job Title Rate Per Hour Hours Per Week Contract Type (Fixed Term/Permanent)	£10	Job must be current and either permanent or fixed term. Hourly rate and fixed hours per week must be stated.
Whole Year Reservation	A brief Job Description A link to your application site	£250	Whole year reservation can be a corporate link to a dedicated recruitment page.

All Student Emails			
Description	Formatting	Price	Scope
<u>Monthly Newsletter Banner</u>	Banner advert at the bottom of the monthly all student email. (Max 2 per monthly newsletter to all students)		
Single Post	750 x 90px (Landscape)	£500	Direct email to 22k Students

Social Media			
Description	Formatting	Price	Scope
<u>Facebook (Central/What's On)</u>	Facebook post on the SUSU Facebook account. (Max 4 adverts per week)		
Single Post	1200 x 620px (Landscape) 500 Characters blurb	£100	11k followers
<u>Twitter (News Channel)</u>	Twitter post on the SUSU twitter account. (Max 4 adverts per week)		
Single Post	1200 x 620px (Landscape) 280 Characters blurb	£100	13.3k followers
<u>Instagram (Student Takeover)</u>	Instagram Story post (24 hours) on the SUSU (Student Led) Instagram account. (Max 4 adverts per week) Does not have the swipe up function		
Single Post	1080 x 1920px (or 9:16 aspect ratio) No additional blurb	£100	6.3k followers

Digital Screens			
Description	Formatting	Price	Scope
<u>Portrait Digital Rotating Advert</u>	Portrait Rotating digital screen adverts, static image or 10 second video (No Sound) (full rotation every 2 mins)		
1 week	1080 x 1920px	£85	6 screens in prime locations around external and internal areas of the union
4 weeks		£250	
8 weeks		£425	
12 weeks		£585	
<u>Landscape Digital Rotating Advert</u>	Landscape Rotating digital screen adverts, static image or 10 second video (No Sound) (full rotation every 2 mins)		
1 week	1920 x 1080px	£170	More than 15 screens in 6 prime locations on campus with footfall in the thousands each week
4 weeks		£500	
8 weeks		£850	
12 weeks		£1,175	

<u>All Digital Screens</u>	All Rotating digital screen adverts, static image or 10 second video (No Sound) (full rotation every 2 mins)		
1 week	both 1920 x 1080px and 1080 x 1920px	£250	Multiple screens in 7 prime locations on campus with footfall in the thousands each week
4 weeks		£750	
8 weeks		£1,250	
12 weeks		£1,750	

Posters			
Description	Formatting	Price	Scope
<u>Weekly Poster Display</u>	Posters can be displayed in various places around the union buildings, including large stairwell posters in the East and West wings, or smaller ones in all of our toilet stalls.		
Toilets x 10 Posters (1 Month)	A3 x 10	£100	10 x A3 poster frames filled throughout all our student toilets across both of our main buildings
Stairwell Wings (1 Month)	A0 x 2	£50	A poster on the entrance floor in each wing.

Site Activation			
One-Off Marketing Activation			
Description	Formatting	Price	Scope
<u>Standard (2x2) or Showcase (4x2) stall Brand Activation</u>	Stalls come with a single table as standard (2 tables for Showcase). Some stalls may have power/water available on request. Larger power requirements may incur an extra charge. Equipment such as gazebos may incur an extra charge		
Redbrick Standard	2m x 2m	£300	Premium Outdoor Space
Concourse Standard	2m x 2m	£250	Indoor Space

Trading Stall			
Hot Food Vendor			
<u>Daily Trading</u>	A trading stall selling hot food cooked on site using power/water resources from us. (Not for long term marketing use)		
Standard Stall	Up to 3m x 3m Space	In Term: £80 Outside Term £40	Food vendors will be at one of our premium locations on campus
Events Stalls	Variable	Stalls at events are subject to a charge for 10% of the days takings.	

Trading Stalls - Consumables/Merchandise

<u>Daily Trading (no power/water)</u>	A market style trading stall selling any consumables or take away products physically present on the day and does not include use of power or water for the day (Not for long term marketing use)		
Small Stall	Up to 2m x 2m	In Term: £30 Outside of Term: £15	All trading stalls are on our premium Redbrick outdoor space. Inclement weather may mean you are relocated inside.
Medium Stall	Up to 4m x 2m	In Term: £50 Outside of Term: £25	
Large Stall	Up to 6m x 2m	In Term £100 Out of Term: £50	
Extra-large Stall	Up to 10m x 2m	In Term: £150 Out of Term £75	
Bar 3 takeover	Indoor Stall on Bar 3	£200	Indoor Space for exclusive trade event
Events Stalls	Variable	Stalls at events are subject to a charge for 10% of the day's takings.	

Freshers

Freshers Fair Marketing Stall

Location	Size	Price	
<u>Space Hire</u>	<p>Stalls at our Freshers fair event come with a single table as standard (2 tables for Showcase)</p> <p>Our Freshers fair is aimed at larger or local organisations who want to spread brand awareness. This is generally a fast-flowing event with less engagement time due to high volumes of people going through. Traditionally this has been dubbed the "Freebie" fair, as brands often give away free products with branding or information on to tempt students to their brand at later dates.</p> <p>Some stalls may have power/water available by advance request.</p> <p>Larger power requirements may incur an extra charge Equipment such as gazebos may incur an extra charge</p> <p style="text-align: center;">Freshers 2023 is on 29th September 9am to 5pm</p>		
Redbrick Standard	2m x 2m	£1,000	(External) Premium Spaces
Redbrick Showcase	4m x 4m	£1,800	(External) Premium Spaces
Garden Court	2m x 2m	£900	(Internal) Ground Floor
Veg Out	2m x 2m	£800	(Internal) Second Floor
Bar 3	2m x 2m	£700	(Internal) Second Floor
Cube	2m x 2m	£600	(Internal) Third Floor
Team Southampton Sports Hall	2m x 2m	£500	(Internal) Bottom Floor
Marquee (Showcase Only)	5m x 5m	£1,000	(Internal) Premium Spaces
Marquee (Takeover)	Whole Space	£5,000	(Internal) Premium Spaces

Print and Digital Wall Planner

<u>Wall Planner</u>	<p>Union wall planner is a foldout publication featuring a giant calendar with all the need-to-know dates for the academic year. It is distributed to 7,000 first, second and third year students, displayed in Uni halls and could be on many walls all year round.</p> <p>This year we also have the availability to download digitally.</p>		
Detail	Size	Price	
Single Advert	85mm x 55mm	£400	

Pre-Arrival E-mails			
<u>Pre-Arrival E-mails</u>	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.		
Detail	Size	Price	
Single Advert	750 x 90px (Landscape)	£500	

Re - Freshers Fair			
Re-Freshers Fair Marketing Stall			
Location	Size	Price	
<u>Space Hire</u>	Stalls at our yearly events come with a single table as standard (2 tables for Showcase). Some stalls may have power/water available on request. Larger power requirements may incur an extra charge Equipment such as gazebos may incur an extra charge		
Redbrick Standard	2m x 2m	£500	(External) Premium Spaces
Redbrick Showcase	4m x 4m	£800	(External) Premium Spaces
Internal Space	2m x 2m	£300	Internal Space

Other Events			
Description	Formatting	Price	Scope
Student Community and Life Fair			
<u>Space Hire</u>	Stalls at our community and life fair come with a single table as standard Our Life fair is aimed at Volunteering organisations, Charities, community groups, public services, housing, utilities and banking institutions to help facilitate and engage students around starting their student lives away from home, understanding the local community and engaging with local groups and charities. Some stalls may have power available by advance request. Larger power requirements may incur an extra charge Community and Life Fair 2023 is on 27th September 10am to 4pm		
Various indoor spaces	2m x 2m	£50	Internal Space

Housing Fair			
<u>Space Hire</u>	Stalls at our Housing Fair come with a single table as standard		
	Some stalls may have power available by advance request. Larger power requirements may incur an extra charge		
Housing Fair 2023 is planned for November 2023 /February 2024 10am to 4pm (Specific date TBC)			
Various indoor spaces	2m x 2m	£50	Internal Space

Varsity			
<u>T Shirt Sponsorship</u>	Your logo/brand on our T-Shirts for Varsity which hosts over 3000 students from two universities in the spring.		
This year Varsity will be held at Portsmouth University			
Varsity Event T-Shirt	Square Logo (Brand) on T-Shirt	£5,000	Exclusive Sponsorship
		£2,500	Shared Sponsorship

Sponsorship			
Event Sponsorship	Packages are made bespoke per event	Ask for Quote	Bespoke
Intramural Sports Sponsorship (Bronze) (Max 2)	Netball Bibs Sponsorship logo Football Bibs Sponsorship Logo Intramural website sponsorship logo with blurb and link (All year round)	£2,500	We have approximately 1200 students taking part in intermural sports with weekly matches between October and March that include participants and spectators. Website attracts thousands of views per month.
Intramural Sports Sponsorship (Silver) (Max 2)	Bronze Package Varsity Logo sponsorship Varsity Advertising incorporation Social Media Triple pack each term	£5,500	With added value in the varsity campaign your company will be seen by 2500 more students. Your advertising will become part of the ticket and T shirt (memorabilia) for the event. A social media package each term will keep the momentum going for your company and keep your brand in view of the students all year round.
Intramural Sports Sponsorship (Gold) (Max 2)	Silver Package Website upgrade to Full sponsorship square Digital screen ad all year round 3 x Email Newsletter banner (1 per term) Full kit sponsorship 9logo on official IM Kit)	£10,000	This package gives the most comprehensive coverage of our IM sports teams with the official team kit showing your sponsorship and termly newsletter showcasing your brand. Digital screen adverts all year round with ensure your brand is visible to students every day.

Special offers and Packages			
<u>Social Media Triple Pack</u>	One of each of the social media platform posts in a single week	£250	20% Saving

Additional Details and Formatting

Custom packages can be arranged and quoted on request

All Prices Stated are exclusive of VAT. Invoice will include price with VAT.

All pictures should be in PNG or JPEG format.