

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

Digital Advertising

All submissions should be in JPEG or PNG

SUSU Website

Description	Formatting	Price	Scope
<u>Fixed Homepage Banner</u>	A rotating banner at the bottom of our homepage (Max 4 per week)		
Per week	1024px x 576px asset Tracking URL	£100	Website homepage averages 34k views per month
<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)		
Per Week	Square asset Tracking URL	£250	Shows on Footer of every page of our website
<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		
Per Month	300 x 200px and under 200kb in file size 1-2 lines blurb about deal Tracking URL to your webpage (offer)	£100	Offer should be exclusive to students.

Emails			
Description	Formatting	Price	Scope
<u>All Student: 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) Tracking URL	£500	Direct email to 24k Students + Union Staff
Description	Formatting	Price	Scope
<u>SOLUS Email</u>	Full page Advert		
Single Email	Full Page Email	£100	Direct to our mailing list 1k students signed up so far

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 Story 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 x1920px	£85	6 screens in prime locations around external and internal areas of the union
<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
<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

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	Please enquire for Quote	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	Please Enquire for a quote	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		
Large Stall	Up to 6m x 2m		
Above Deck 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 days takings.	