

MEDIA

PACK



northumbria
students' union

WWW.MYNSU.CO.UK

CORONAVIRUS UPDATE

(COVID19)

While we are currently working towards delivering our usual Freshers' Week programme in September 2020, we recognise that social distancing rules may still remain in place. Should any measures make some of our events impossible to deliver at a certain time, we will look towards delivering Welcome events online or in some cases at other more suitable points throughout the academic year.

As a result, we will remain flexible with our advertising offers, and will keep in touch with you should there be the possibility of additional marketing opportunities available. These could include sponsorship, support, online advertising or even co-run events with us online or in our venue.

Here at NSU, we are working closely with the University to monitor the situation. We will keep you informed every step of the way, and ensure that all our clients get the most up to date information on opportunities available.





FRESHERS' WEEK

During our busiest time of the year, NSU hosts a number of events on and off campus that sees thousands of students through our doors.

WELCOME & CONTENTS

MAXIMISE INCOME AND SELL YOUR BUSINESS TO 32,000 STUDENTS

Northumbria is still the region's largest University with 32,000 students including 3,300 international students on our Newcastle campus. Students are a core part of the North East Economy with the average student spend averaging around £9,679 per year*.

At Northumbria, we can offer you direct access to our students through a variety of media, from face to face marketing to a range of digital opportunities to suit your budget. We work with you to build a bespoke campaign that will put your business at the forefront of the student market.

**Save the Student - Student Money survey 2019*

For bookings and enquiries

☎ 0191 243 7207

✉ su.sales@northumbria.ac.uk

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FRESHERS' FAIRS

@NSU

GET INVOLVED IN OUR BUSIEST & BIGGEST TIME OF THE YEAR!

Our Freshers' Fair is the biggest event of the year in terms of connecting with students. With an approximate footfall of 10,000 across two days, it offers invaluable face-to-face contact with students who have just arrived at Uni. This is the perfect chance to showcase your brand and generate new business within the student market.

- Face-to-face marketing
- Direct access to 10,000 students
- Build long term customer loyalty
- Opportunity for sampling/data capture
- Speak to students ahead of the competition

What's included in the cost of your stall?

- Approx. 2m x 1m table & 2 chairs
- WiFi & access to power
- Add on a social media post for £50+vst

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FRESHERS' FAIR STALLS

STALL	1 DAY	2 DAYS
Platinum	£2,000 +VAT	£2,895 +VAT
Gold	£1,095 +VAT	£1,595 +VAT
Silver	£800 +VAT	£1,195 +VAT
Bronze	£350 +VAT	£550 +VAT

PLATINUM

Available to Pubs, Nightclubs, Club promoters

GOLD

Premium position in the busiest parts of the fair

SILVER

Standard Stall

BRONZE

Available only to non-profit organisations, small businesses & for stalls in other parts of the Union outside of the main fair.



FRESHERS' FAIR

Our Freshers' Fair hosts a number of stalls from different industry sectors, from night club promotions and food offers to local services and goods.

FRESHERS' FAIRS

OTHER OPPORTUNITIES

OUTDOOR STALLS

We have many versatile spaces available for hire outside the Students' Union, for a pop-up stall or activation. Power & WiFi are both available too.

From* **£500 +VAT**

SOCIETIES & VOLUNTEERING FAIR

The Societies & Volunteering Fair takes place during Freshers' Week after the Freshers' Fairs and attracts an average of 7,000 students. It is another opportunity and unique way to have face to face interactions with our students and introduce your brand, product or service.

Prices from **£350 +VAT**

**depending on size*

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OUTDOOR SCREENS

Want to advertise your business on a large outdoor screen during Freshers' Week? This can be purchased as an add on to an existing digital package or as a standalone cost for just £200+vat

£200 +VAT

EVENT SPONSORSHIPS & PARTNERSHIPS

Lots of our events, both daytime & evening, would lend themselves to a partnership with an external client and we are always keen to support local businesses and enhance the events we offer our students.

If you have an idea about how your business could get involved in our Freshers' Week events, then we'd love to hear from you.

Example of a potential partnership could be hosting a Café Crawl whereby, we (NSU) would work with independent cafes and coffee shops in Newcastle to provide a tour of the best cafes in the city for new Northumbria students.

Price on request



FRESHERS' FAIR

Face to face marketing, data capture and bringing your brand straight to students upon arrival, the Freshers' Fairs are a great place for first impressions.

PRE-ARRIVAL MAILINGS AND THE NORTHUMBRIA ESSENTIAL STUDENT GUIDE

MAILINGS

Direct mailings sent to all new students prior to arrival on campus

- Reach over 6,000 Freshers
- Sell your business before students arrive
- Get ahead of the competition
- Opportunity to include discount vouchers or sign up forms

FRESHERS' POSTAL MAILINGS

£1,300 +VAT

RETURNERS' DIGITAL MAILING

£600 +VAT

INTERNATIONAL DIGITAL MAILING

£600 +VAT

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ESSENTIAL STUDENT GUIDE

- Full colour publication
- Handed out to all students on arrival
- Used by students for a full year - advert longevity
- Distributed into all halls of residence and around campus
- Flexibility of a full page or smaller adverts to suit different budgets
- Opportunity to include vouchers/discounts

FULL PAGE ADVERT

£300+VAT

1/2 PAGE ADVERT

£150+VAT

INSIDE FRONT OR BACK COVER

£450+VAT



FRESHERS' FAIR

Our Freshers' Fairs are attended by not only Freshers students, but also returning Northumbria students.

SPONSORSHIPS

EXCLUSIVE FRESHERS' SPONSORSHIPS

- Print your logo on 300 T-shirts
- Be the 'Official' Freshers' Week sponsor
- Logo included on Freshers' publicity
- Brand exposure throughout campus & Halls of Residence
- Exclusive sponsorship opportunity

£2,000 +VAT

GOODY BOX SPONSORSHIP

- Print your logo on 5,000 Welcome Goody Boxes
- Brand exposure across campus
- Advert longevity

£1,000 +VAT

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WRISTBAND SPONSORSHIP

- Print your logo on 2000 wristbands
- Wristbands are worn all week by anyone who buys one to attend all events in the Union for Freshers' week
- Great exposure for your brand

£1,000 +VAT



OUTDOOR STALLS

We have a variety of outdoor spaces that could be used for a number of advertising opportunities.

DIGITAL COMMUNICATIONS

Should Freshers' Week events be held online due to social distancing regulations, there will be the opportunity to sponsor or place an advert within an online event.

TARGETED HTML EMAIL

- Email sent exclusively from your brand
- Measurable
- Cost effective
- Sent to students who have 'opted in'

£450 +VAT



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WEB BANNER

Advert size 1534x251px

- Place your web banner on the only official Northumbria Students' Union website mysu.co.uk
- Link direct to your own site
- Track click through rates
- 974,466 page views annually
- Monthly average page view: 81,205

HOME PAGE WEB BANNER

(2 weeks)

£200+VAT

HOME PAGE WEB BANNER

(1 month)

£400+VAT

HOME PAGE WEB BANNER

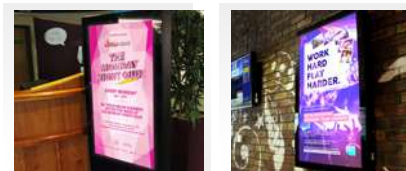
(Full semester)

£1000+VAT

DIGITAL COMMUNICATIONS

DIGITAL SCREENS

- 28 screens throughout the building
- Presence in all Bars & Communal Areas
- Strong Visual Brand Awareness
- Static & Animated Adverts Available
- Captive Audience



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STATIC DIGITAL ADVERT

(1 week)

£100+VAT

STATIC DIGITAL ADVERT

(1 month)

£400+VAT

STATIC DIGITAL ADVERT

(Full semester)

£1000+VAT

Landscape Screens: 1920w x 1080h

Portrait Screens: 1080w x 1920h

SOCIAL MEDIA

- Over 24,000 Facebook 'Likes'
- Over 9,000 Twitter Followers
- Over 4,000 Instagram Followers
- Link to your own Social Media/Events Page

£100 +VAT

FACE TO FACE & ON CAMPUS PROMOTIONS

Want to bring your brand to the market? Speak to students on campus and raise awareness of your product or services face to face.

- Direct access to students on campus
- Great way to launch new products
- Bring your campaign alive on campus
- Sampling & leafleting
- Data Capture
- Range of indoor spaces
- Range of outdoor spaces available

TABLE VINYL, LIFT DECALS AND WINDOW VINYL

Have your logo all over our tables in bar areas, on our lift doors and in our windows for maximum brand exposure.

per month, from **£250 +VAT**

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TIME	INDOOR	OUTDOOR
Peak*	£500 +VAT	POA
Off-Peak**	£300 +VAT	£500 +VAT
Flying	£250 +VAT	£150

*Peak times are Sept./Oct., St. Patrick's Day, Graduations

**Rest of the year

FLYER DISTRIBUTION/SAMPLING

INDOOR

£250+VAT

Per 1,000 halls drops. Distributed by our Promotions Team on your behalf.

OUTDOOR

£150+VAT

Per 1,000 flyers distributed by our Promotions Team on your behalf.



OUTDOOR OPPORTUNITIES

Get unique direct access to students on campus and introduce students to your business in person.

SPONSORSHIP

PACKAGES DURING PEAK TIMES

ST. PATRICK'S DAY

The biggest event in the student calendar. With campus packed out day and night this is an opportunity not to be missed.

- Over 3,000 footfall across the day
- Exclusive partner for all event activity
- Get your brand on all event publicity
- Brand on social event page
- Flyering opportunities across campus
- On site stall
- Digital screen advertising for a month

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ANNUAL AWARDS

The most prestigious event of the year – The Annual Awards are attended by some of the University, recognising some of the greatest achievements of our students. As sponsor, your name will appear on all event publicity and you can have presence at the event to promote your business or product.

For more information and to discuss costs please contact our Advertising Sales Coordinator.

GRADUATIONS

A great opportunity to gain brand exposure to both graduating students & their friends and family. Graduation ceremonies take place on campus over 5 days (Summer graduations – approx. 21,000 attendees) 2 days (Winter Graduations – approx. 5,000 attendees). Your brand, product or service would take centre stage while graduates celebrate their special day.



ST. PATRICK'S DAY

St. Patrick's Day at NSU is always a fun filled event, from day to night. The Union fills up with students and a multitude of activities, events, drinks offers and loads more.

SPECIFICATIONS

MEDIA TYPE	ARTWORK SUPPLIED
Mailing Insert	No larger than A5 or A4 folded
Essential guide	TBC
Targeted E-mail	Please supply as HTML
Web Banner	1534 x 251 px
Plasma Advert – Landscape	1920 x 1080 px, JPEG format
Plasma Advert – Portrait	1080 x 1920 px, JPEG format
Plasma Advert – Animated	.mov format, as above
Social Media – Facebook	Max. 50 words including link & image
Social Media – Twitter	Max. 140 characters including link
Social Media – Instagram	Max. 150 characters, 1000 x 1000 px

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BESPOKE PACKAGES

Available upon request. Please contact the Sales Coordinator for more information.



👏 Working alongside Northumbria University is a great opportunity for our local area. The relationship allows us to be a part of the students journey, helping to create lasting memories of university which are positively associated with our brand. The team are helpful and quick to respond whilst communicating any updates or changes. 🗨️

- Helen Critchley
Domino's Pizza


HABITA, NSU


Habita is our main student pub/bar, situated on the ground floor of the Students' Union. A popular spot for affordable drinks and food, accompanied by a modern interior as well as an exterior beer garden.



MEDIA PACK

M Y N S U . C O . U K

 @MYNSU

 @NORTHUMBRIASU

 @NORTHUMBRIASTUDENTSUNION