

TH1RT3EN

— MEDIA —

US UNIVERSITY OF SALFORD
SU STUDENTS' UNION
Love your life at Salford

WELCOME TRADE FAIR
MEDIA PACK

2016



Th1rt3en Media is a trading subsidiary of the University of Manchester Students' Union.

1NTRO

WHY SALFORD

Marketing with us not only gives you direct access to almost 20,000 students, but also gives your brand the credibility of working in partnership with the Students' Union.

When it comes to communicating with our students, we are the experts and committed to helping you achieve your campaign objectives. As the Media Owner we have the flexibility to offer bespoke campaigns across a range of media channels to meet you and your clients specific requirements.

HOW WE WORK

The University of Salford Students' Union is the membership organisation representing all students at Salford. We are a registered charity and reinvest every penny of our income back into the student experience. We exist to serve students and inspire them to lead their development.





WELCOME TRADE FAIR

FRIDAY 30 SEPTEMBER

Our Trade Fair Stalls offer you the best way to meet our students face to face and establish yourself as part of their student experience from day one. From your stall you can raise awareness of your organisation, collect data, gain feedback or make direct sales. This is the largest event in the student calendar and one of the most effective methods to target the student market.

During Welcome, our campus will be transformed into a buzzing market place. Our room's stall route is carefully planned and has a one-way system which ensures that all visitors pass your stall.

STANDARD STALL

£1,000.00

Electricity & WiFi supply per day £30 (each)

CHARITY STALL

We welcome charities big and small to our trade fair and have a limited number of spaces at this very special price, so please get in touch early to book your place.

£350.00

Electricity & WiFi supply per day £30 (each)

All prices subject to VAT at the current rate



WELCOME TRADE FAIR PACKAGES



GOLD PACKAGE

Trade Fair Stall
Student Newsletter article x 2 issues
Top Web Banner x 1 month

£2,000.00



PLATINUM PACKAGE

Naming Rights to Trade Fair and Welcome Week
Trade Fair Stall
Welcome Email
Student Newsletter Article x 2 issues
Advert in Welcome Guide
Top Web Banner x 1 month

£5,000.00

All prices subject to VAT at the current rate





WELCOME MEDIA OPPORTUNITIES

WELCOME SOLUS EMAIL

Reach students on campus or at home with an email promoting your organisation. We have a database of thousands of students, making this a simple and effective way to engage with a large volume of students from the very start of their university life.

For an extra push, your email could advertise your stall at Trade Fair.

£700.00 PER SEND

WELCOME DISTRIBUTION

Distribution of flyers at Trade Fair either by your own staff or by Students' Union staff, this is not a fixed position at the fair and you can distribute a maximum of 3,000 flyers.

£500.00

SPONSORED EVENT

Get your name in lights! Be one of the first brands our students encounter before they arrive on campus with naming rights to Welcome events. You can choose which event you'd like to sponsor and we will take care of the rest!

(Includes social media exposure)

All prices subject to VAT at the current rate





WELCOME MEDIA OPPORTUNITIES

WELCOME GUIDE ADVERTISING

Our welcome Guide contains all the must have information for new students including the Welcome events line up - so it's a very popular read! Your advert in here will be seen by the thousands of students who will receive a copy on campus and in their Welcome packs if they're staying in University accomodation. This premium space is only available to two advertisers. An amazing opportunity to target students without competitor advertisements!

£700.00

*(5,000 print run) / Dimensions: 74mm x 105mm
Artwork should be supplied in pdf or jpg format.*

DIGITAL WELCOME GUIDE

An online version of our Welcome Guide contains all the must have information for new students including the Welcome events line up but made for sharing online and between students. Your adverts will accompany online descriptions of events so you can tailor which type of event you'd like to be seen alongside for your audience! This popular space is only available to a limited number of advertisers but with maximum exposure.

£900.00

Artwork should be supplied in jpg format.

All prices subject to VAT at the current rate



thirteenmedia.co.uk

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