

# TH1RT3EN

— MEDIA —

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

MEDIA PACK  
**2017 / 18**



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

# 1NTRO

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## 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.





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# PROMOTIONAL ACTIVITY

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## ONSITE

One of our most popular marketing opportunities is to set up a stand in the main entrance of our University House foyer which experiences regular footfall throughout the day and offers a positive and unique opportunity to engage with students face to face.

**£500.00 PER DAY**

## START UP OR LOCAL

We support local businesses and new entrepreneurs.  
We accept requests on a case-by-case basis so please contact our media sales partner Th1rt3en Media to discuss.

*All prices subject to VAT at the current rate*



# DIGITAL SCREENS

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Digital advertising has enjoyed double digit growth in the past two years making it an effective marketing channel offering you direct access to your target audience.

Our screens are located in the union bar which is the only bar on campus with average footfall of 1,000 people a day this is the perfect opportunity to raise brand/message awareness.

The screens are landscape and can accommodate both still and animated artwork.

**£200.00 PER WEEK / ALL SCREENS**

*Screen dimensions: 4096px x 2160px, 72dpi.*

*Artwork should be supplied in jpg format.*

*All prices subject to VAT at the current rate*



# DIGITAL ADVERTISING

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## SOLUS EMAIL

The perfect opportunity to engage with up to 10,000 students direct to their inbox from the Students' Union giving it credibility ensuring that open rates are high.

**£650.00 PER SEND**

## SOCIAL MEDIA

This is an ideal platform for you to reach our student membership, we have an engaged Twitter following of around 9,000 students and over 11,000 on Facebook. Social Media reach varies from 1,000 to 50,000 depending on the content so the more relevant and engaging the better.

**£250.00 FOR TWO POSTS**

## WEB BANNER

The Students' Union website is an ideal way to grab the attention of our membership offering unlimited access 24 hours a day. We average over 5,000 web sessions of prolonged online engagement per week at [salfordstudents.com](http://salfordstudents.com) with almost 800,000 page views in 2016/17.

**£300.00 TWO WEEKS SEPT & OCT**

**£500.00 PER MONTH SEPT & OCT**

**£350.00 PER MONTH NOV- JUL**

*All prices subject to VAT at the current rate*





# DISTRIBUTION

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Get your message directly into students' hands with a Distribution Campaign. This is also a great opportunity to get out and about on campus and engage directly to your target market.

Can't make it to campus? No problem - our friendly and reliable student staff can undertake this on your behalf.

**£400.00 STUDENT STAFFED**

**£300.00 CLIENT STAFFED**

## POSTERS

Official and high quality boards and plenty of high impact wall space available. A cost effective way to make a strong visual impact.

We'll add your posters to areas of high footfall within the Students' Union and across campus.

**A4 £20.00 PER WEEK / MIN 10**

**A3 £40.00 PER WEEK / MIN 5**

**A2 £50.00 PER WEEK / MIN 5**

**A1 £60.00 PER WEEK / MIN 3**

**A0 £80.00 PER WEEK / MIN 3**

*All prices subject to VAT at the current rate*



[thirteenmedia.co.uk](http://thirteenmedia.co.uk)

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