

THIRTEEN

— MEDIA —

WELCOME WEEK
MEDIA PACK

2017



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

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WELCOME W3EK

Well actually, our Welcome lasts more than a week. We've got international students arriving in the city for orientation a fortnight before the start of term, and many of our returning students can't wait to get back to Manchester.

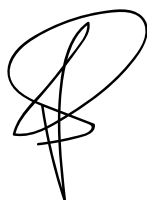
With over 40,000 students studying at the University of Manchester, it's fair to say that our Welcome Week is one of the biggest and best in the country, attracting high footfall and making it the perfect location to showcase your brand.

For most, living on their own is a new experience and University life provides them with the opportunity to personally decide which brands to buy, use and trust.

This means that there is great potential to create long-term brand loyalty if communicated to successfully.

The start of the academic calendar offers some of the most valuable marketing opportunities of the year. Manchester Welcome is an intense fortnight where over 9,000 Students are introduced to their new University life at the University of Manchester. With many channels to utilise during this period, this is a great opportunity to promote your brand and create lifelong customers.

In addition to the media displayed we often have an array of additional opportunities, so whatever your marketing objectives, we have the channels to connect you with our students.



Paul Parkes

Media Sales Manager Thirteen Media





Welome Fair

WELCOME & SPORTS FAIRS

TUESDAY 19 & WEDNESDAY 20 SEPTEMBER

The Welcome Fair is the undoubted highlight of our Welcome Week activity. With over 350 of our societies showcasing their activities at the Fair, it is the single greatest opportunity to expose your brand, interact and engage face-to-face with our students when they first arrive at university. Welcome Fair 2016 had almost 26,000 visitors so this is the perfect opportunity to make a lasting impression and develop long term brand awareness. Spaces are limited so book your place early to secure your presence.

THURSDAY 21 SEPTEMBER

The Sports Fair brings together around 100 sports teams from the university and Students' Union Societies under one roof. The fair will take place in the Manchester Academy and with expected footfall to be around 10,000 this is the perfect opportunity for you to engage with students. We have both indoor and outdoor spaces available however there are only a limited number of commercial places so early booking is advised.



GOLD STALL

2.8m x 1.8m stall space with a 6ft table and power supply*

Price on application.



SILVER STALL

2m x 1.8m stall space with a 4ft table and power supply*

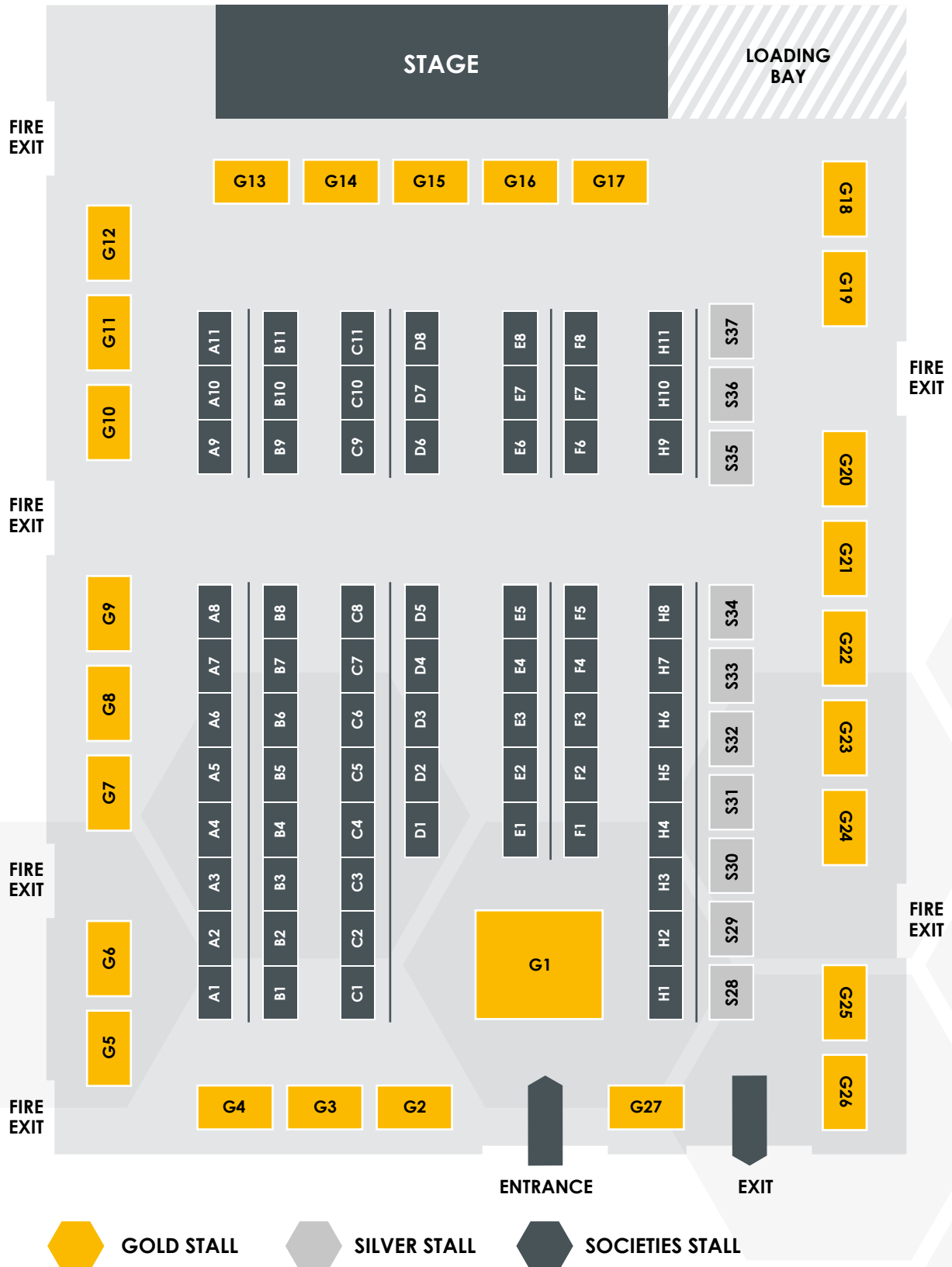
Price on application.

**Power must be requested at time of booking*

All prices subject to VAT at the current rate



FLOOR PLAN





WELCOME FAIR

HANGING BANNERS

Give your brand presence an extra boost with an eye-catching display banner hanging from the ceiling of the Welcome Fair.

Price on application.

80mm X 2500mm

This price includes production and hanging - all you need to do is provide us with the artwork.

All prices subject to VAT at the current rate





Hangimg Banners
Welcome Fair

DISPLAY ADVERTISING

DIGITAL SCREENS

Our digital display screens are an integral part of our advertising offer providing high exposure and one of the most visually attractive and cost effective display platforms available. Displayed across 10 screens located in our high footfall foyer and retail areas, their eye catching nature is ideal for getting your message across to students during this busy fortnight that attracted over 143,000 visitors within the Students' Union building last year.

10 / 50" LED HD Screens available

Price on application.

*All artwork should be sent 1080px x 1920px in Jpg format.
Animated artwork should be sent as an MP4 file.*

All prices subject to VAT at the current rate





**RED BULL
GIVES YOU
WIINGS.**



Redbull
On screen

DIGITAL ADVERTISING

WEB BANNERS

manchesterstudentsunion.com is the heart of the Union's digital presence receiving monthly traffic in excess of 20,000 unique visitors, providing students with the latest in news and events. A hub of information and a channel to measure student engagement, our banner adverts provide the perfect visual opportunity online.

Through the use of URL linking, our banners provide an effective method for directing students straight to your website, increasing traffic and awareness.

Our website starts to get pretty busy from A-Level results day, so advertising early with us is a great way to reach out to students before they arrive in Manchester. Needless to say, traffic increases even further during Welcome Week with society online registrations, attracting over 64,500* unique visitors.

Price on application.

All prices subject to VAT at the current rate





PRINT MEDIA

THE MANCUNION / WELCOME EDITIONS

With an estimated readership of 20,000 students, The Mancunion is Britain's biggest student newspaper and considers itself to be the eyes and ears of the student population of Manchester.

The Mancunion produce 20 issues a year and is distributed across The University of Manchester, Manchester Metropolitan University and at key locations on the Oxford Road corridor and Fallowfield. The newspaper is run entirely by student volunteers with a passion for journalism and 8,000 copies are published every Monday during term time.







PRINT RUN: **8,000**

BOOKING DEADLINE: **7 WORKING DAYS PRIOR TO PUBLICATION**

COPY DEADLINE: **6 WORKING DAYS PRIOR TO PUBLICATION**

FREQUENCY: **EVERY MONDAY DURING TERM TIME (20 ISSUES PER YEAR)**

WELCOME EDITIONS: **18 & 25 SEPTEMBER 2017**

	FULL PAGE		W270mm x H340mm		POA	
	HALF PAGE Portrait		W133mm x H340mm		POA	
	HALF PAGE Landscape		W270mm x H168mm		POA	
	QUARTER PAGE Portrait		W133mm x H168mm		POA	
	EIGHTH PAGE Portrait		W133mm x H80mm		POA	
	FRONT PAGE BANNER		W270mm x H20mm		POA	

All prices subject to VAT at the current rate



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SPONSORSHIP

WELCOME CREW T-SHIRTS

Worn by staff and volunteers throughout the Welcome fortnight, our 100 Welcome Crew T-shirts provide a huge reach and effective opportunity to increase brand awareness, as well as direct association with The University of Manchester Students' Union.

Price on application.

SPONSORSHIP PACKAGES

In addition to the outlined media, we also have an array of bespoke sponsorship opportunities which can provide high levels of exposure and build lasting awareness with our students.

We are able to tailor packages to suit your specific marketing needs so, for more information on these, or any bespoke requests, please contact us for more details.

All prices subject to VAT at the current rate





Unirider

Welcome Crew T-shirt sponsor

REFRESHERS FAIR

FEBRUARY 2018

Refreshers features a wide range of events focused on new and returning students, it's that perfect opportunity to engage (or simply re-engage) with our students.

So whether it's kicking off the New Year by signing up to gym membership, looking for student accommodation, discovering great venues in Manchester or simply sampling the food on offer, the Refreshers Fair will be the event of choice for our new and returning students. For this event a single opportunity exists for an event sponsor and with this package comes the chance to be the lead company at Refreshers and feature in everything that we do. Further details are available on request.

With a footfall of over 6,500 new and returning students, it's the perfect opportunity to secure face-to-face engagement with the student community of Manchester in the New Year. Join us in February 2018.

REFRESHERS FAIR STALL

2.8m x 1.8m stall space with a 6ft table and power supply.

Price on application.

**Price applies to early bird bookings placed by 17 November 2017*

*** Price applies to joint booking to be secured at the time of Welcome Fair booking*

All prices subject to VAT at the current rate





thirteenmedia.co.uk

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2017 / 18

