

TH1RT3EN

— MEDIA —

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

WELCOME TRADE FAIR
MEDIA PACK

2017



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

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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.





WELCOME TRADE FAIR

FRIDAY 22 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 MEDIA OPPORTUNITIES

WELCOME SOLUS EMAIL

Reach students on campus with an email promoting your organisation. We have a database of around 8,000 students which makes up around 40% of Students at Salford all who have opted in to receive emails. This makes it a simple and effective way to engage with a large volume of students from the very start of their university life.

£700.00 PER SEND

WELCOME DISTRIBUTION

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

£500.00

SOCIAL MEDIA

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!

£250.00 FOR TWO POSTS



WELCOME MEDIA OPPORTUNITIES

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 www.salfordstudents.com with almost 800,000 page views in 2016/17.

£300.00 TWO WEEKS SEPT & OCT
£500.00 PER MONTH SEPT & OCT

DIGITAL SCREENS

Our digital screens are located in the Union Bar which is the only bar on campus and with a daily footfall of around 1,000 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

thirteenmedia.co.uk

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2017/18

