

# TH1RT3EN

— MEDIA —



WELCOME WEEK  
MEDIA PACK  
**2017**



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

# 1 NTRO

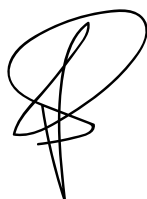
---

## WELCOME W3EK

Welcome Week is a week packed full of fun and exciting events aimed at both new and returning students. It gives students an opportunity to meet new people and get involved in the various activities that the Students' Union has to offer.

Sheffield Hallam has over 30,000 new and returning students with around 12,000 of those being new students (freshers). Many of them will be away from the parental home for the first time allowing them to decide for themselves which brands to buy, use and trust. This means that Welcome Week is the perfect opportunity to engage directly with these students to create long-term brand loyalty.

The start of the academic calendar offers some of the most valuable marketing opportunities and in addition to the channels included in this pack as the media owner we are able to offer bespoke marketing plans to suite both your campaign objectives and budget.



**Paul Parkes**

Media Sales Manager Thirteen Media





**Domino's**

**24HR DELIVERY**

**7 DAYS A WEEK**



Domino's

# FREEBIE FAIR

---

THURSDAY 28 SEPTEMBER / 2 - 6PM

The Freebie Fair offers businesses access to thousands of new and returning students (in 2016 Freebie Fair had 7,000 visitors) all in one place at Sheffield Hallam Students' Unions largest event of Welcome Week.

At Freebie Fair there is an expectation from students that there will be plenty of freebies on offer (this does not include leaflets).

We will therefore ask you to give us an idea of the freebies you will be bringing before we can accept the booking. Early booking is advised for this event as demand for places is traditionally very high.



## GOLD STALL

**0.6m x 1.2m Table located in the main entrance of the HUBS**

**£1200.00**



## SILVER STALL

**0.6m x 1.2m Table on the first floor in the central atrium**

**£800.00**



## BRONZE STALL

**0.6m x 1.2m Table on the first floor in one of the pods**

**£500.00**

*Power supply and Wi-Fi must be requested at the time of booking. Backing Boards are not provided*

*All prices subject to VAT at the current rate*



0330 124 2033  
[www.SplitTheBills.co.uk](http://www.SplitTheBills.co.uk)

Your  
Breeze.

split  
the bills



Split The Bills

# DISPLAY ADVERTISING

---

## DIGITAL SCREENS

Digital advertising has enjoyed massive growth in the last 2 years and with almost 20,000 visitors to the Students' Union during Welcome Week 2016 this is an effective way to offer you direct access to our students. We have 6 screens in total which are located in our main reception, bar and café area all of which enjoy high footfall throughout the day and into the evening.

All of our screens are landscape and can accommodate both still and animated images

### **ALL 6 SCREENS:**

**£150.00 / PER WEEK**

**£400.00 / PER 4 WEEKS**

**£1000.00 / PER TERM**

*All artwork should be sent 1920px x 1080px in Jpeg format.  
Animated artwork should be sent as an MP4 file and should be no longer than 10 seconds .*

*All prices subject to VAT at the current rate*





# DIGITAL ADVERTISING

---

## WEB BANNERS

During Welcome Week and the following weeks is when we get the greatest amount of traffic to our website with over 33,700 visits last year. Take advantage of this peak period traffic and advertise through our web banner (subject to availability).

**£200.00 / PER WEEK**

**£500.00 / PER MONTH**

**£1300.00 / PER TERM**

*Adverts need to be in .gif or animated .gig format.  
Dimensions (width x height) 520px x 60px.*

*All prices subject to VAT at the current rate*





firstgroup.com/notscary

BEAR TO  
\$1000

WIN  
Terms and conditions

First

First

SCA

POCK



First Travel

# DISTRIBUTION

---

## DISTRIBUTION CAMPAIGN

Take advantage of the high footfall of the Sports, Societies and Volunteering Fairs on 19, 20 and 21st September and provide us with your A5 flyers which our Students' Union Ambassadors can distribute to students' throughout Welcome Week helping you gain exposure for your brand.

**£275.00 / PER 1000 FLYERS**

## POSTER SITES

The Students' Union is going to be at its busiest throughout Welcome Week so why not take advantage and have your posters displayed around the building?

**£275.00 / PER 10 X A3 POSTERS**

*From 18/09/17 to 22/09/17 inclusive*

## MAILOUT

Every year we post out 12,000 Welcome Packs directly to new students home addresses. The Welcome Pack includes information about all the fantastic things that the Students' Union offers, as well as fun freebies to welcome students. The Welcome Pack is a great opportunity to engage with students before they arrive at Sheffield Hallam. We have a limited number of A5 advertising spaces which can be printed for you in the booklets.

**FULL PAGE ADVERT / £2500.00**

*Artwork Specification: High res PDF file 148mm x 210mm plus 3mm bleed*

**HALF PAGE ADVERT / £1900.00**

*Artwork Specification: High res PDF file 138mm x 97.5mm with no bleed*

**All artwork to be received by Friday 30th June 2017**

*All prices subject to VAT at the current rate*



 GREGGS

# LUCKY LIGHTS

FREE  
REG COFFEE

FREE  
BALANCED CHOICE  
PASTA SALAD

CHOOSE  
A PRIZE

FREE  
SAUSAGE ROLL

PUSH  
HERE

FREE  
DONUT

FREE  
REG COFFEE



Greggs

# SPONSORSHIP

---

## SPONSORSHIP PACKAGE

### The Package Includes:

- Gold Stall at the Freebies Fair
- Full A5 page advert in the Welcome Pack booklet
- Web banner at [www.hallamstudentsunion.com](http://www.hallamstudentsunion.com)
- Advert on digital screens during Welcome Week  
*(18/09/17 to 15/10/17 inclusive)*
- Logo on all Welcome Week web pages
- Logo on Welcome Week banners at all fairs
- 20 x A3 posters across City and Collegiate campus for term 1  
*(18/09/17 to 15/12/17 inclusive)*

**£2,500.00**

*All prices subject to VAT at the current rate*



# CITY TAXIS

Book, track and pay!

Download the App. Search: City Taxis

Call us on: 0114 239 39 39



City Taxis

# TESTIMONIALS

---

“We have had a great presence at Sheffield Hallam Students' Union's fairs for a few years now and we love it! The Freebie Fair is a great opportunity for us as we get to talk to thousands of students”

**John Godfrey, First Bus**

“We have attended the Sheffield Hallam Students' Union Freshers' Fairs for years now and the Freebie Fair is a brilliant way for us to interact with students at Hallam, we love the opportunity to get involved and it's a key event in our calendar year”

**Paul Stray, Crystal night club**

*Buzzin'*



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

**THIRTY3EN**  
— MEDIA —

**2017 / 18**

