

TH1RT3EN

— MEDIA —



WELCOME WEEK
MEDIA PACK

2018



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

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WELCOME W3EK

Welcome Week is a fortnight packed full of fun and exciting events aimed at both new and returning students. It gives students and 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 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. In addition to the channels included in this pack, as the media owners we are also able to offer bespoke marketing plans to suit 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

TUESDAY 2 OCTOBER / 1 - 5PM

The Freebie Fair offers businesses access to thousands of new and returning students (in 2017 Freebie Fair had 4,500 visitors) all in one place at Sheffield Hallam Students' Union's largest event of Welcome Week.

At the 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 on the first floor in the central atrium

£1200.00



SILVER STALL

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

£800.00

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



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DISPLAY ADVERTISING

DIGITAL SCREENS

Digital advertising has enjoyed massive growth in the last 2 years and, with almost 15,000 visitors to the Students' Union during Welcome Week 2017 this is an effective way to offer you direct access to our students. We have 6 screens which are located in our main reception, bar and first floor atrium 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:

£200.00 / PER WEEK

£600.00 / PER 4 WEEKS

*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 (22nd September – 5th October) and the following weeks is when we get the greatest amount of traffic to our website with over 38,000 site visits and over 18,000 users in the two weeks of Welcome Week alone. 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 736px x 115px (width x height)

All prices subject to VAT at the current rate





DISTRIBUTION

DISTRIBUTION CAMPAIGN

Take advantage of the high footfall during the two weeks of Welcome Week with events such as the Sports and Lifestyle Fair, Societies and Activities Fair and the Freebie Fair all happening during this time, 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

EVENTS GUIDE ADVERT

We produce 5,000 events guides detailing all the exciting events going on around campus during the two weeks of Welcome Week. The events guide is A5 and will be distributed on the first two days of Welcome Week and be included in our goodie bags.

FULL PAGE ADVERT / £1000.00

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

HALF PAGE ADVERT / £600.00

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

All artwork to be received by Friday 29th June 2018

All prices subject to VAT at the current rate



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CHOOSE
A PRIZE

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HERE

FREE
DONUT

FREE
REG COFFEE



Greggs

SPONSORSHIP

SPONSORSHIP PACKAGE

The Package Includes:

Gold Stall at Freebie Fair

Web banner at www.hallamstudentsunion.com from 22/09/18 to 5/10/18

Advert on digital screens from 22/09/18 to 5/10/18

Space 20 x A3 posters across City and Collegiate Campus for Semester 1

£2,500.00

All prices subject to VAT at the current rate

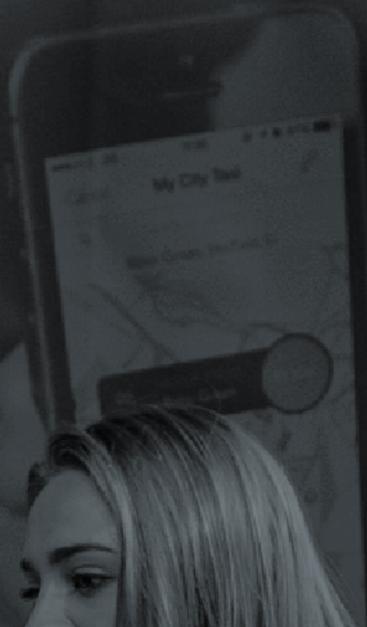


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TESTIMONIALS

"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

My colleague Janet and I attended this event and felt that it was very well organised and our location in the common room was very good. As you know it was very busy, but the atmosphere was really good and, although hard work, we enjoyed every minute. The students are really nice and we have a good banter with them, and they all appreciated our apples!! The comments we received from the students were very positive and a lot of them already use the markets for their shopping.

Jean Warwick – The Moor Market

Buzzin'



thirteenmedia.co.uk

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2018 / 19

