

TH1RT3EN

— MEDIA —

UNIVERSITY OF SUFFOLK
STUDENTS' UNION

SU

FRESHERS MEDIA PACK

2019



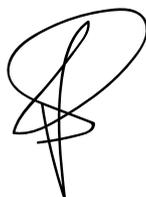
Th1rt3en Media is a trading subsidiary of the University of Manchester Students' Union.

INTRO

WHY SUFFOLK

The University of Suffolk Students' Union is located in Ipswich and represents students at campuses in Ipswich, Lowestoft, Great Yarmouth and London. We're able to offer your company/brand access to over 5,000 students through a range of marketing channels from experiential to online.

As the media owner we are also able to offer bespoke and tailor-made campaigns designed specifically for you to achieve your campaign objectives. We have extensive experience working with brands and feel we are best placed to offer advice and guidance of what Suffolk Students' Union can offer you.



Paul Parkes

Media Sales Manager Thirteen Media





WHY FIT IN
WHEN YOU WERE
BORN TO
STAND OUT

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REC

FRESHERS FAIR

TUESDAY 17 SEPTEMBER

With over 5,000 students across campus, our current and upcoming student body could also be your new customers. We aim to deliver effective marketing campaigns to our diverse range of students over the Freshers' period.

With an estimated footfall of 1,500 it is the greatest single opportunity for you and your brand to engage directly with our students to create a lasting impression and develop long-term brand awareness.

COMMERCIAL FAIR STALLS

PREMIUM STALL

2m x 1m space, 1500mm x 600mm trestle table supplied
1 x social media post promoting your stall at the fair

£300.00

STANDARD STALL

1m x 1m space, 500mm x 500mm Exam table
1 x social media post promoting your stall at the fair

£200.00

CHARITY STALL

1m x 1m space, 500mm x 500mm Exam table
1 x social media post promoting your stall at the fair

£100.00

All prices subject to VAT at the current rate





University of Suffolk
OUR FOUNDING SUPPORTERS
Vice-Chancellor's Office
Founding Supporters
...ing Benefactors

University of Suffolk
SUFFOLK LIFE MENTOR SCHEME

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D1SPLAY ADV3RTISING

DIGITAL SCREENS

Our screens offer a visually attractive and cost effective marketing opportunity to engage with your target audience. Located across the Students' Union building, we have 2 screens in total. Your ad will show for 10 seconds out of every minute the screens are live which throughout a normal day will be around 700 times.

2 SCREENS

£75.00 PER WEEK

£100.00 PER TWO WEEKS

All prices subject to VAT at the current rate



PRINTED OPPORTUNITI3S

WALLPLANNER

Get seen year-round on the bedroom walls of students' accommodation by placing your advert on our Wallplanner. The print run is 1,000 in A1 size and they are distributed to student accommodation during Freshers' Week. The planner shows Students' Union events and information and is seen by thousands of students all year-round. This is the perfect opportunity for a brand to get noticed 24/7.

WALLPLANNER ADVERT

A6 landscape ad

£150.00

All prices subject to VAT at the current rate



DOWNLOAD
THE UNIT 17
MOBILE APP

THURSDAYS @ UNIT
LAUNCHING THURS 14TH

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POINTS

UNIT
17

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ONLINE OPPORTUNITIES

WEB BANNER ADVERTISING

Located in a prominent position on the official Students' Union website uosunion.org our banner adverts provide the perfect visual opportunity online.

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

£150.00 PER WEEK

£275.00 PER TWO WEEKS

£450.00 PER FOUR WEEKS

SOCIAL MEDIA POSTS

We can offer bold and effective social campaigns for your brand, with a strong and engaged following on our Facebook, Twitter and Instagram pages.

£50.00 1 POST (PER CHANNEL)

£75.00 2 POSTS (PER CHANNEL)

All prices subject to VAT at the current rate





**University
of Suffolk**



thirteenmedia.co.uk

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