

TH1RT3EN

— MEDIA —

MEDIA PACK

2019 / 20



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

1NTRO

WHAT W3 DO

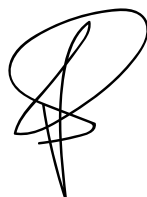
Thirteen Media, a trading subsidiary of the University of Manchester Students' Union, is a student marketing agency specifically tailored to promote direct marketing opportunities within the student sector.

Thirteen Media offers the market a unique experience, where we are able to harness both the values of Students' Unions and the needs of brands; thereby offering a quality personal service.

WHY TH1RT3EN MEDIA

The University of Manchester Students' Union is the UK's largest students' union with over 40,000 members.

We have a broad range of credible experience in the youth marketing sector and are able to offer your brand direct access to the lucrative student market.



Paul Parkes

Media Sales Manager Thirteen Media





Accenture

Face-to-face, Indoor

FACE-TO-FACE

There's always something happening at the Students' Union. From society meetings and gigs at the world famous Manchester Academy, to coffees at Biko's café and drinks in the bar, the Students' Union is a vibrant hub of activity.

1 INDOOR STANDS

Our lively foyer area is the main thoroughfare to our popular café, shop, bar, activity spaces and meeting rooms. The average footfall in this area, during term-time is 7,000 students a day, making it the perfect spot for face to face promotions.

REACH: 7,000 / £600.00 3m x 2m

OUTDOOR SPAC³

Space is available for vehicles, displays and interactive activities at a range of locations. These sites offer excellent visibility from the bustling Oxford Road corridor, the main route to university and the city centre for our students and Europe's busiest bus route.



8m x 10m



15m x 8m

FROM £1,000.00

DISTRIBUTION

The Students' Union is ideally located in the middle of the university campus, meaning that our building and surrounding areas are great places to promote your business to students. We can facilitate your staff distributing flyers or leaflets – or you can use our very own brand ambassadors!

SELF STAFFED £300.00 / BRAND AMBASSADORS £400.00

All prices subject to VAT at the current rate



innocent
farmacy

ANTIOXIDANT
B7

innocent farmacy
MOOD BOARD

Our farmacos will have you feeling ship shape in the
helm of a cap. Simply tell us how you're feeling and we'll get cracking.

| | | | |
|----------------------------------------------|----------------------------------------------|----------------------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> I sleep when I want | <input type="checkbox"/> I'm feeling like... | <input type="checkbox"/> I know what I want but I can't get it | <input type="checkbox"/> I'm a bit grumpy |
| <input type="checkbox"/> I'm feeling like... | <input type="checkbox"/> I'm feeling like... | <input type="checkbox"/> I'm feeling like... | <input type="checkbox"/> I'm feeling like... |
| <input type="checkbox"/> I'm feeling like... | <input type="checkbox"/> I'm feeling like... | <input type="checkbox"/> I'm feeling like... | <input type="checkbox"/> I'm feeling like... |

we hear you friend
the super smoothie will see you now

**AREA
2**



Innocent Smoothies Farmacy Campaign
Face-to-face outdoor

DISPLAY ADVERTISING

D1GITAL SCR3ENS

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. We have up to 18 portrait screens located in high footfall areas of the Students' Union building. The playlist is 60 seconds long with your ad showing for a minimum of 10 seconds per minute over 700 times a day. The costs are per screen as we feel this is the best way to cater for all client requirements and budgets.

SEPTEMBER 2018 / £150.00 PER SCREEN / PER WEEK

OCTOBER 2018 / £100.00 PER SCREEN / PER WEEK

NOVEMBER 2018 - JULY 2019 / £150.00 PER SCREEN / 2 WEEKS

DIGITAL VIDEO WALL

Located in the main foyer area of the Students Union building our 2.8m x 1.8m HD video wall is the main focus of this space with approximately 7,000 visitors per day and with dwell time high, this is the perfect way to promote your brand or product.

SEPTEMBER 2018 to JULY 2019 / £500.00 PER WEEK

HALLS OF RESIDENCE D1GITAL SCR3ENS

We have 9 x 48" digital screens located in University Halls of Residence and are the only official route into these locations. All of the screens are positioned in entrance and reception areas where footfall is high and views are guaranteed. Each ad will show for 10 seconds every minute so around 900 times a day giving approximately 20,000 screen views a day across the 10 screen network.

SEPTEMBER 2018 / £750.00 PER WEEK / 9 WEEKS

OCTOBER 2018 to JULY 2019 / £500.00 PER WEEK / 9 WEEKS

*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



TH1RT3EN

MEDIA

THIRTEENMEDIA.CO.UK

@Th1rt3enmedia



DIGITAL ADVERTISING

ONLINE ADVERTISING

Our website is the heart of the Union's digital presence, a hub of information and a channel to measure student engagement, students use the site on a regular basis to get the latest Union news, information and event tickets. The 20,000 unique visitors on average each month is testament to this. Advertise with us online and have unlimited, 24 hour access to over 40,000 students.

manchesterstudentsunion.com

REACH: 30,000 AHV

1 WEEK / £275.00

2 WEEK / £450.00

3 WEEK / £650.00

4 WEEK / £800.00

All prices subject to VAT at the current rate





WE'RE
CHANGING
YOUR
STUDENTS'
UNION

Staying in, going out?
Either way, we've
got you covered

40% off

BUY NOW

and get a free
£3 Co-op voucher*

SEARCH

GO!

WHO DO YOU WANT TO SEE WIN A STU

JAILBREAK

Staying in, going out?
Either way, we've
got you covered

10% off
co op

BUY NOW

© 2014 NUS Extra. All rights reserved.



NUS Extra Web Banner
manchesterstudentsunion.com

OTHER OPPORTUNIT13S

DATA COLLECTION

Running a survey or signing students up to your mailing list? We offer an in house data capture service for commercial clients, allowing you to use an app or webpage of your choice to gather information securely.

AMBASSADORS

Based at The University of Manchester Students' Union, Thirteen Media have a team of professional and motivated Brand Ambassadors. The team is made up of current University of Manchester Students who will work to increase awareness and promote your brand by engaging directly with our students.

Our Brand Ambassadors are available for flyer distribution and onsite experiential campaigns. It couldn't be easier for you to bring your brand face to face with Manchester students.

TH1RT3EN

— AMBASSADOR —



thirteenmedia.co.uk

THIRTEEN
— MEDIA —

2019 / 20

