

TH1RT3EN

— MEDIA —

WELCOME WEEK
MEDIA PACK

2020



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

1 NTRO

WELCOME W3EK

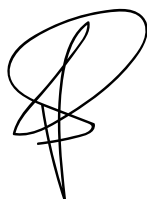
Our Welcome at Manchester actually lasts longer than a week, we have International Students arriving in the city for orientation a fortnight before the start of term along with many of our returning students arriving back early.

We have over 40,000 students studying at the University of Manchester so it is fair to say that our Welcome Week is one of the biggest and best in the country attracting high footfall and engagement making it the perfect location to showcase your brand or product.

Many of our students are away from the parental home for the first time and university life gives them the opportunity to decide which brands to buy, use and trust. This means that there is great potential to create long-term brand loyalty if communicated to successfully.

The start of the academic calendar offers some of the most valuable marketing opportunities of the whole year. Manchester Welcome is an intense fortnight where over 9,000 new students are introduced to university life. We have a range of marketing channels available during this period giving you a great opportunity to promote your brand and potentially create lifelong customers.

In addition to the marketing opportunities included in this pack we have an array of additional opportunities so whatever your marketing objectives, we have the channels to connect you with our students.



Paul Parkes

Head of Business Development - Thirteen Media





Welcome Fair

COMMERCIAL WELCOME FAIR

MONDAY 21 & TUESDAY 22 SEPTEMBER

The Commercial Welcome Fair is the undoubted highlight of our Welcome Week activity. The fair takes place in the Manchester Academy and is the greatest single opportunity to expose your brand, interact and engage face-to-face with our students when they first arrive at university. Welcome Fair 2019 had almost 25,000 visitors over the two days so this is the perfect opportunity to make a lasting impression and develop long term brand awareness. Spaces are limited so book your space early to secure your presence.

COMMERCIAL FAIR STALL

2.8m x 1.5m stall space

1 DAY / £1,200.00 | 2 DAYS / £2,200.00

All prices subject to VAT at the current rate







COMMERCIAL WELCOME FAIR OUTDOOR SPACE

MONDAY 21 & TUESDAY 22 SEPTEMBER

We have limited outdoor space available on both days of our Welcome Fair and the layout and entrance system means that every visitor has to pass through the outdoor space area.

The space available is up to 5m x 4m and can easily accommodate a vehicle, we can also give access to power both single and three phase up to 32 amps.

In 2019 we had just under 25,000 visitors across both days so this is the perfect opportunity for you and your brand to engage with our students.

COMMERCIAL FAIR OUTDOOR SPACE

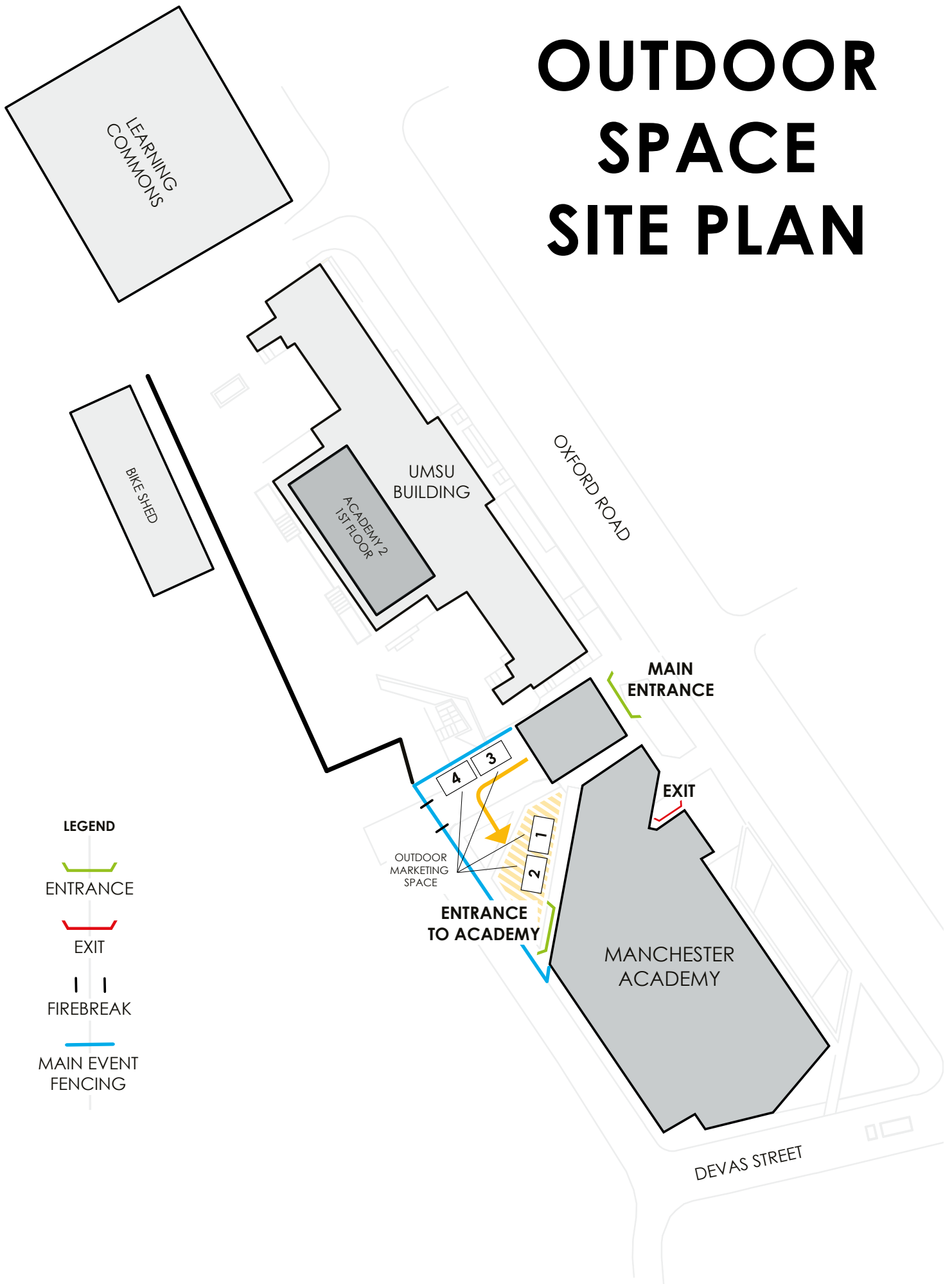
5m x 4m marketing space

1 DAY / £2,500.00 | 2 DAYS / £4,000.00

All prices subject to VAT at the current rate



OUTDOOR SPACE SITE PLAN



LEGEND

ENTRANCE

EXIT

FIREBREAK

MAIN EVENT FENCING

DISPLAY ADVERTISING

STUDENTS' UNION DIGITAL

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, their eye catching nature is ideal for getting your message across during this busy fortnight that attracted over 150,000 visitors during Welcome Week 2019.

The playlist is 60 seconds long with your ad showing for a minimum of 10 seconds per minute when the screens are on between 8am and 8pm so over 700 times per screen per day. The costs are per screen as we feel this is the best way to cater for all client requirements and budgets.

SEPTEMBER 2020 / £150.00 PER SCREEN / PER WEEK

OCTOBER 2020 / £100.00 PER SCREEN / PER WEEK

NOVEMBER 2020 - JULY 2021 / £150.00 PER SCREEN / 2 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





DISPLAY ADVERTISING

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 dwell time high this is the perfect way to promote your brand or product.

SEPTEMBER 2020 - JULY 2021 / £500.00 PER WEEK

*All artwork should be sent 1920px x 1080px in Jpg format.
Animated artwork should be sent as an MP4 file.*

HALLS OF RESIDENCE DIGITAL SCREENS

We have 22 x 50" 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.

SEPTEMBER 2020 to JULY 2021 / £750.00 PER WEEK / 22 SCREENS

*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

WEB BANNERS

manchesterstudentsunion.com is the heart of the Union's digital presence receiving monthly traffic in excess of 20,000 unique visitors, providing students with the latest in news and events. A hub of information and a channel to measure student engagement, our banner adverts provide the perfect visual opportunity online.

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

Our website starts to get pretty busy from A-Level results day, so advertising early with us is a great way to reach out to students before they arrive in Manchester. Needless to say, traffic increases even further during Welcome Week with society online registrations, attracting over 64,500 unique visitors.

REACH: 30,000 AHV

1 WEEK / £275.00

2 WEEKS / £450.00

3 WEEKS / £650.00

4 WEEKS / £800.00

All prices subject to VAT at the current rate





SPONSORSHIP

SPONSORSHIP PACKAGES

In addition to the outlined media, we also have an array of bespoke sponsorship opportunities which can provide high levels of exposure and build lasting awareness with our students.

We are able to tailor packages to suit your specific marketing needs so, for more information on these, or any bespoke requests, please contact us for more details.

All prices subject to VAT at the current rate





Welcome Crew

thirteenmedia.co.uk

TH1RT3EN
— MEDIA —

2020 / 21

