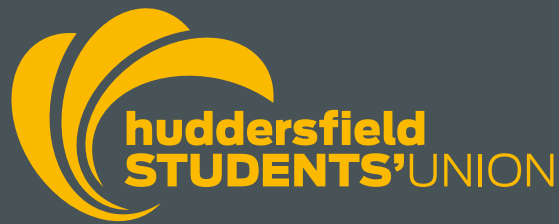


# TH1RT3EN

— MEDIA —



## FRESHERS' MEDIA PACK 2020



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

# 1NTRO

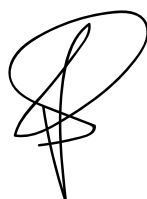
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## WHY HUDDERSFIELD

Huddersfield Students' Union is located at the heart of the campus offering a wide range of services and opportunities to its 20,000 students.

Every year Huddersfield Students' Union are responsible for the planning and delivery of welcome events including the Freshers' Fair which is the most prominent daytime event of the entire week. Spread over two full days and held in the University Sports Hall at the heart of campus, the Freshers' Fair attracts over 6,000 visitors with this year's event set to be bigger and better.

As the media owner they are able to offer a range of marketing channels all of which offer your company/brand the ideal opportunity to engage and build lasting relationships with a group of people who represent a major factor in the success of many companies due to their immense spending power and potential brand loyalty.



**Paul Parkes**

Media Sales Manager Thirteen Media







# FRESHERS FAIR

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MONDAY 21 & TUESDAY 22 SEPTEMBER

## INDOOR

2m x 1m

This takes place in the University Sports Hall located at the heart of the campus. The fair is made up of approximately 120 stands which are a mixture of sports teams, student societies and commercial brands all of which compliment each other making the fair a "must visit" for both new and returning students.

## NATIONAL BUSINESS

**£650.00 ONE DAY / £1000.00 TWO DAYS**

## INDOOR PREMIUM

4m x 2m

**£1000.00 ONE DAY / £1600.00 TWO DAYS**

WEDNESDAY 23 & THURSDAY 24 SEPTEMBER

## OUTDOOR PREMIUM MARQUEE

6m x 6m

We are able to offer 6m x 6m marquees directly outside the Students' Union where football and engagement is high.

**£1000.00 ONE DAY**

*All prices subject to VAT at the current rate*





able service  
Download.  
Order.  
Enjoy.



# FRESHERS' MARKETING

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## FRESHERS' GOODY BAGS

Packed full of products, freebies and information, 4,000 Goody Bags provide an effective method of delivering leaflets and samples into student hands. The bags are distributed across campus and at the fair by our own staff.

**LEAFLET / VOUCHER / FLYER - £300.00**

**SAMPLE - £200.00**

### **Freshers Goodie Bag Sponsorship**

Printed one side in one colour on 4,000 bags distributed at Freshers Fair and across campus.

**4,000 BAGS - £1000.00**

## FRESHERS' GUIDE

Our annual Freshers' Guide gives new students all the crucial information about student life in Huddersfield and is available online before they arrive. We also distribute over 4,000 hard copies across campus throughout Freshers' Week.

### **NATIONAL BUSINESS PRICES**

**A5 FULL PAGE ADVERT - £300.00**

**A5 HALF PAGE ADVERT - £200.00**

### **LOCAL BUSINESS PRICES**

**A5 FULL PAGE ADVERT - £200.00**

**A5 HALF PAGE ADVERT - £150.00**

## STUDENTS' UNION GUIDE

Get your brand into the bedrooms and dining rooms of students for a full year by advertising on our 8,000 SU Guides which includes important information about the students' union along with key dates throughout the academic year.

**8,000 COPIES - £800.00**

*All prices subject to VAT at the current rate*







40 TO GET SPORTY

UNIVERSITY

Building  
Talent  
Creating Jobs  
Reshaping Futures

WE ❤️ SOCIALISING  
University of Huddersfield  
@huddersfielduni  
#huddersfielduni  
#huddersfielduni  
#huddersfielduni

CHAT  
SNAP  
TWEET  
SHARE  
LIKE  
WE ❤️ SHARING

National 3 North  
Champions 2017  
Official Champions Account

10/10/17

UNIVERSITY OF HUDDERSFIELD

# ON CAMPUS DISPLAY ADVERTISING

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## DIGITAL SCREENS

Over the last two years digital advertising has seen massive growth as a cost effective way to give you direct access to your target audience.

We have 5 x 50" HD screens positioned in high footfall area throughout the building giving your company/brand maximum exposure.

Your advert will show for 10 seconds every minute.

**5 SCREENS - £300.00 PER TWO WEEKS**

## WEB BANNER

Huddersfield.su is the official Students' Union website and advertising on our homepage will mean that your message is seen by thousands of potential customers each day.

[huddersfield.su](http://huddersfield.su)

**FOUR WEEKS - £350.00**

**ONE TERM - £1250.00 / ACADEMIC YEAR - £3000**

*All prices subject to VAT at the current rate*





# Student Central



# ON CAMPUS DISPLAY ADVERTISING

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## MARKETING BY EMAIL

Our weekly emails are a great way to ensure that you broadcast a direct message to approximately 20,000 students. The content is sent out via a modern professionally branded HTML communication so by integrating your offer into these you can certain that your content will look great no matter what device is used by our students.

**£500.00 PER SEND**

## POSTERS

Poster sites are an excellent marketing channel with all of our sites positioned in high footfall areas including male and female washrooms on our unique floor in Student Central.

**A1 PORTRAIT POSTERS x 4 - £200.00 PER 2 WEEKS**

**A3 PORTRAIT POSTERS x 5 - £100.00 PER 2 WEEKS**

**A4 PORTRAIT POSTERS x 10 - £120.00 PER 2 WEEKS**

*All prices subject to VAT at the current rate*





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

**TH1RT3EN**  
— MEDIA —

**2020 / 21**

