

# TH1RT3EN

— MEDIA —



## FRESHERS MEDIA PACK 2020



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

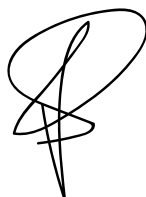
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## FRESHERS W3EK

Hull Students' Union is located at the heart of the campus and is able to offer your company/brand access to over 16,000 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 many years of experience working with brands and feel we are best placed to offer advice and guidance of what Hull Students' Union can offer you.



**Paul Parkes**

Media Sales Manager Thirteen Media





# FRESHERS FAIR

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SATURDAY 19TH SEPTEMBER

Our Freshers' Fair provides the perfect opportunity to interact and engage face-to-face with students' when they first arrive at university. The fair is a key event at the start of Freshers' Week and held in the Students' Union building, Student Central. With an estimated footfall of 3,000 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

### Platinum

3m x 2m Stall Space  
1.2m x 0.6m Table Supplied

**£1000.00**

### Standard

2m x 1.5m  
1.2m x 0.6m Table Supplied

**£675.00**

### Charity

2m x 1.5m  
1.2m x 0.6m Table Supplied

**£400.00**

### Outdoor Space

4m x 4m

**Price available on request**

*All prices subject to VAT at the current rate*





# DISTRIBUTION

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## FRESHERS DISTRIBUTION

The Students' Union is able to offer a range of distribution opportunities across a number of events during Freshers' Week including Sports & Societies Fairs. We provide staffing for this activity which in our experience makes students much more receptive and likely to engage so all you have to do is send us your materials and we do the rest.

**Max 2,000 items per day**

**£400.00**

*All prices subject to VAT at the current rate*







# PRINTED OPPORTUNITI3S

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## WHATS' ON GUIDE

Packed full of information about what's on during Freshers' Week this guide will be distributed digitally to new students when they arrive at university and offers your company/brand a fantastic opportunity to target and engage with up to 5,000 new students.

**5,000 Digital Mailout**  
**£750.00**

## WALLPLANNER

Get your advert seen year-round on the bedroom walls of students' accommodation by placing your advert on our Wallplanner. The print run is 5,000 and they are distributed to student accommodation during Freshers' Week. The planner shows Students' Union events and information and is used by thousands of students on their bedroom wall all year-round. This is the perfect opportunity for a brand to get noticed 24/7.

**5,000 Wallplanners**  
**£400.00**

*All prices subject to VAT at the current rate*







# ONLINE OPPORTUNITI3S

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## WEB BANNER ADVERTISING

Located in a prominent position on the official Students' Union website [www.hulluniunion.com](http://www.hulluniunion.com) our banner adverts provide the perfect visual opportunity online.

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

**£150.00 PER WEEK**

**£275.00 PER TWO WEEKS**

**£450.00 PER FOUR WEEKS**

*All prices subject to VAT at the current rate*





# ONSITE OPPORTUNITIES

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## 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 from reception, through to our bars, food outlets and student social spaces where both footfall and dwell time are high. We have 10 screens in total and your ad will show for 10 seconds out of every minute the screens are on which throughout a normal day will be around 700 times.

**£250.00 PER TWO WEEKS**

**£400.00 PER FOUR WEEKS**

## POSTER SITES

Located on the Hull campus, our poster sites come in an array of sizes and provide a cost effective way of delivering a continuous visual presence on site.

### **Ground Floor Male and Female Washroom Cubicles**

A3 / 15 Sites

**£150.00 PER WEEK**

### **Main Entrance and Eats Café**

A1 / 2 Sites

**£50.00 PER WEEK**

### **Second Floor Social Spaces**

A0 / 2 Sites

**£75.00 PER WEEK**

*All prices subject to VAT at the current rate*









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

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**2020**

