

TH1RT3N

MEDIA



WELCOME MEDIA PACK 2020



Th1rt3n Media is a trading subsidiary of the University of Manchester Students' Union.

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WHY HUDDERSFI3LD

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



VIRTUAL WELCOME FAIR

MONDAY 7 SEPTEMBER
UNTIL FRIDAY 2 OCTOBER

The Virtual Welcome Fair is the perfect way for you to engage directly with 18,000 students. The fair will be a mix of Students' Union, commercial and university department exhibitors which we feel will offer students the best insight into what student life at Huddersfield has to offer.

The fair will simulate a virtual stall for each exhibitor. Visitors to the stands will be able to engage with content such as video, audio and text. They will also be able to download flyers, discount codes and vouchers. You will have the ability to collect some basic data from those that interact with your stall.

VR STALL
£250.00

All prices subject to VAT at the current rate



FRESHERS' MARKETING

FRESHERS' GOODY BAGS

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.

**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

All prices subject to VAT at the current rate



ON CAMPUS DISPLAY ADVERTISING

DIGITAL SCR3ENS

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

FOUR WEEKS - £350.00

ONE TERM - £1250.00 / ACADEMIC YEAR - £3000

All prices subject to VAT at the current rate



ON CAMPUS DISPLAY ADVERTISING

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

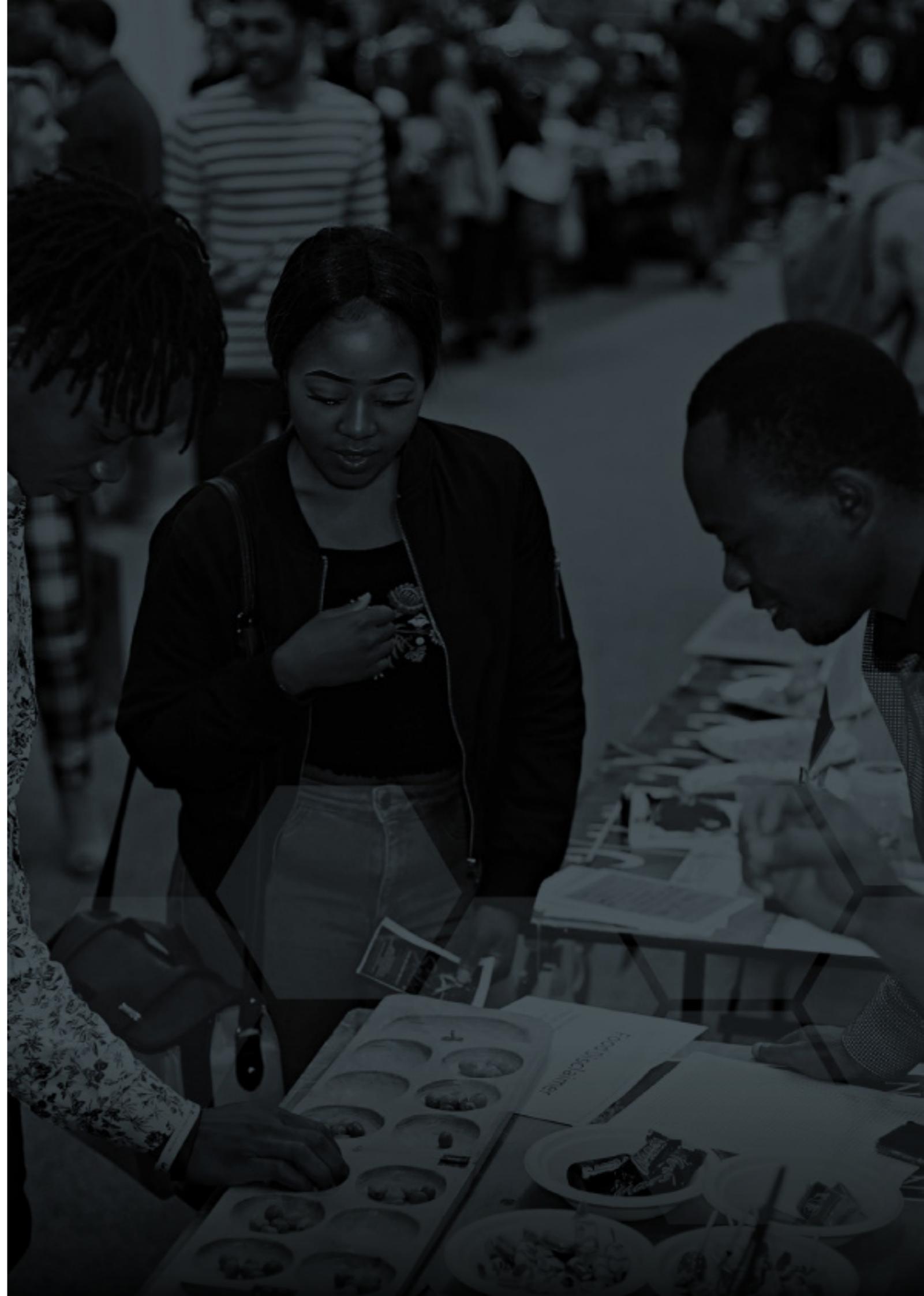
Poster sites are an excellent marketing channel with all of our sites positioned in high footfall areas including male and female washrooms on our unique floor in Student Central.

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

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2020 / 21

