

TH1RT3EN

— MEDIA —

DURHAM \$U

MEDIA PACK

2021 / 22



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

INTRO

WHY DURHAM?

Durham University is recognised as one of the leading universities in the country and as a member of the Russell Group attracts high-achieving students from across the UK and overseas.

Durham Students' Union is able to offer brands unrivalled access to its 19,000 members the majority of which are living away from home for the first time. They are making decisions now about brands they will use and the organisations they want to work with in the future.

The spending power of students has continued to grow with high levels of disposable income and low levels of brand loyalty we believe that we are able offer the perfect opportunity for you to engage with your potential new customers.

As the media owner Durham SU are able to offer a range of marketing opportunities and bespoke packages based on your campaign objectives.



Paul Parkes

Media Sales Manager Thirteen Media





YEAR ROUND FACE-TO-FACE

Meet our students face to face to promote your business, whether it's to distribute samples, collect data or increase brand awareness through experiential activity. This is also the perfect opportunity to engage directly with our students whilst at the same time develop brand awareness and loyalty.

INDOOR SPAC3S

Main Students' Union

Space 3M x 2M

£600.00 PER DAY

All prices subject to VAT at the current rate





D1SPLAY ADV3RTISING

DIGITAL SCREENS

There is continued growth in digital advertising as it offers high exposure on a cost effective platform. All of the screens at Durham SU are located in and around the Students' Union building in areas combining both high footfall and dwell time. Screens are available in both portrait and landscape depending on your artwork and can accommodate both static and animated images.

Landscape Screens

£150.00 PER WEEK

Portrait Screens

£150.00 PER WEEK

Landscape & Portrait Screens

£250.00 PER WEEK

All prices subject to VAT at the current rate





High Chelmer
Chelmsford

FREE
EVENT FOR
STUDENTS
ONLY!



STUDENT VIP NIGHT

EXCLUSIVE DISCOUNTS,
FREEBIES AND ENTERTAINMENT!

THURSDAY 27TH SEPTEMBER
6PM - 9PM

VISIT HIGHCHELMER.COM
TO REGISTER FOR VIP ENTRY



D1GITAL ADV3RTISING

ONLINE ADVERTISING

Durham SU website averages around 23,000 visitors per month during term-time and is a hub of need-to-know information for students. Website banners give you a visual opportunity to promote and attract students to your services by click-through linking to your page driving traffic to your own site.

£175.00 PER 1 WEEK

£250.00 PER 2 WEEKS

£450.00 PER 4 WEEKS

SOCIAL MEDIA

With a dedicated following across their platforms posting through Durham SU social media channels allows you direct access to their students and with over 10,000 'likes' on Facebook, 5,000 followers on Twitter and over 3,000 followers on Instagram we believe this is an ideal and cost effective way for you to engage with their students.

Facebook OR Twitter £100.00 per post OR £175.00 for two posts

Instagram £100.00.00 per post £150.00 per story post (24hr coverage)

All prices subject to VAT at the current rate





PRINT ADVERTISING

POSTERS

Positioned throughout the campus on official noticeboards posters are a simple but effective way to advertise your brand. All noticeboards are positioned in high footfall areas across the campus thus ensuring that your brand receives a high level of exposure and potential engagement.

20 x A4 Posters / £100.00 PER 2 WEEKS

OR

10 x A3 Posters / £100.00 PER 3 WEEKS

OR

5 x A2 Posters / £100.00 PER 2 WEEKS

DISTRIBUTION

If you are looking to distribute leaflets or samples but don't require a stand on campus then a distribution campaign gives the opportunity for you to engage with our students outside of the Students' Union. You can either use your own staff or we are able to provide you with staff from the Students' Union.

STUDENT STAFFED

1000 / £300.00 PER DAY

CLIENT STAFFED

1000 / £250.00 PER DAY

All prices subject to VAT at the current rate





thirteenmedia.co.uk

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