

# TH1RT3EN

— MEDIA —

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## DURHAM\$U

FRESHERS  
MEDIA PACK  
**2021**



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

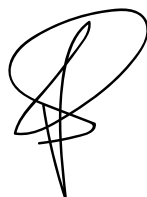
# INTRO

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## WHY DURHAM FRESHERS?

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 Freshers' Fair presents the unique opportunity to attract the attention of the student population early with a view to secure brand loyalty in the future.



**Paul Parkes**

Media Sales Manager Thirteen Media





# FRESHERS FACE-TO-FACE

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The Durham SU Freshers' Fair provides your brand the opportunity to reach 10,000 students.

Held outside of the Maiden Castle Sports Centre, the Fair is a high engagement event, ideal for making a great first impression.

## WEDNESDAY 29TH SEPTEMBER PREMIUM SPACE

3M x 3M Space

**£1750.00**

2 x 3M x 3M Space

**£2500.00**

Local Business Rate

**£1250.00**

*Local Business enquiries will be assessed on a case by case basis*

*All prices subject to VAT at the current rate*







# D1SPLAY ADV3RTISING

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## 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 Helmer  
Chester

FREE  
EVENT FOR  
STUDENTS  
ONLY!

# STUDENT VIP NIGHT

EXCLUSIVE DISCOUNTS,  
FREEBIES AND ENTERTAINMENT!

THURSDAY 27<sup>TH</sup> SEPTEMBER  
6PM - 9PM

VISIT [HIGHHELMER.COM](http://HIGHHELMER.COM)  
TO REGISTER FOR VIP ENTRY



# D1GITAL ADV3RTISING

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## 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 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 Feed Post £100.00 per post OR £175.00 for two posts**

*All prices subject to VAT at the current rate*







# PRINT ADVERTISING

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## 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**

*All prices subject to VAT at the current rate*





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

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