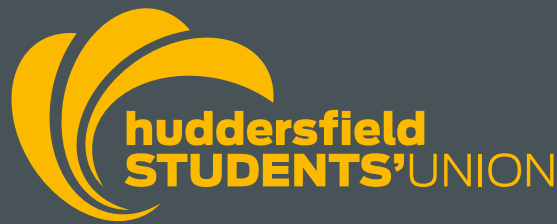


TH1RT3EN

— MEDIA —



FRESHERS WEEK
MEDIA PACK

2021



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

1NTRO

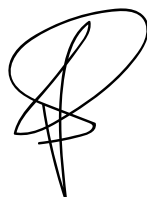
WHY HUDDERSFIELD

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 Fresher's' 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 years event set to be bigger and better. After a challenging year for businesses, we're keen to accommodate and support local organisations.

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 WELCOME FAIR

MONDAY 20 AND TUESDAY 21 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 22 SEPTEMBER

OUTDOOR PREMIUM MARQUEE

6m x 6m

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

£1200.00 ONE DAY / £2000.00 TWO DAYS

Bespoke local business packages available upon request.

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





40 TO GET SPORTY

UNUS

Building
TQM

Leading from
Rebuilding Futures

WE ❤️
SOCIALISING

- University of Huddersfield
- @huddersfielduni
- #huddersfielduni
- #huddersfielduni
- #huddersfielduni

CHAT
SNAP
TWEET
SHARE
LIKE

WE ❤️ SHARING

National 3 North
Champions 2017

10/10/2017

University of
HUDDERSFIELD

ON CAMPUS DISPLAY ADVERTISING

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

FOUR WEEKS - £350.00

ONE TERM - £1250.00 / ACADEMIC YEAR - £3000

SOCIAL MEDIA

A post published on our engaged and dedicated social media feeds.

£100.00 PER POST

All prices subject to VAT at the current rate



Student Central



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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