

TH1RT3EN

— MEDIA —



FRESHERS MEDIA PACK
2021



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

1 NTRO

FRESHERS W3EK

Hull University 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

SUNDAY 19 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

Local Business & Charity

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

RATES AVAILABLE UPON REQUEST

Outdoor Space

4m x 4m

RATES AVAILABLE UPON REQUEST

All prices subject to VAT at the current rate



DISTRIBUTION

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



PR1NTED OPPORTUNITI3S

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

WEB BANNER ADVERTISING

Located in a prominent position on the official Students' Union website 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 OPPORTUNITI3S

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

TH1RT3EN
— MEDIA —

2021

