

# TH1RT3EN

— MEDIA —



FRESHERS WEEK  
MEDIA PACK

**2022**



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

# 1NTRO

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## 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

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MONDAY 19 & TUESDAY 20 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.

## INDOOR STANDARD

**£650.00 ONE DAY / £1000.00 TWO DAYS**

## INDOOR PREMIUM

4m x 2m

**£1000.00 ONE DAY / £1600.00 TWO DAYS**

WEDNESDAY 21, THURSDAY 22  
& FRIDAY 23 SEPTEMBER

We are able to offer bespoke packages in high footfall areas of campus that compliment the Freshers' Week events programme.

Prices available upon request

***Bespoke local business packages available upon request.***

*All prices subject to VAT at the current rate*





able service  
download.  
Order.  
Enjoy.





# FRESHERS' MARKETING

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## 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

UNIVERSITY

University of Sheffield  
Creating Jobs  
Rebuilding Futures

WE ❤️ SOCIALISING

- University of Sheffield
- #SheffieldUni
- #SheffieldUni
- #SheffieldUni
- #SheffieldUni

CHAT  
SNAP  
TWEET  
SHARE  
LIKE

WE ❤️ SHARING

National 3 North  
Champions 2017

10/10/17



# ON CAMPUS DISPLAY ADVERTISING

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## 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 3 x 43" 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.

**3 SCREENS - £300.00 PER TWO WEEKS**

## WEB BANNER

hudsu.unioncloud.org is the official Students' Union website and advertising on our homepage will mean that your message is seen by an average 150,000 of potential customers per month.

[huddersfield.su](http://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. We can offer posts on our Instagram, Facebook or Twitter feeds.

**£100.00 PER POST**

*All prices subject to VAT at the current rate*



# Student Central



# ON CAMPUS DISPLAY ADVERTISING

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## MARKETING BY EMAIL

Our weekly emails are a great way to ensure that you broadcast a direct message to approximately 22,000 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](http://thirteenmedia.co.uk)

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