

# TH1RT3EN

— MEDIA —

MEDIA PACK

**2022 / 23**



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

# 1 NTRO

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## WHAT W3 DO

Thirteen Media, a trading subsidiary of the University of Manchester Students' Union and a student marketing agency specifically tailored to promote direct marketing opportunities within the student sector.

Thirteen Media offers the market a unique experience, where we are able to harness both the values of Students' Unions and the needs of brands; thereby offering a quality personal service.

## WHY TH1RT3EN MEDIA

The University of Manchester Students' Union is the UK's largest students' union with over 40,000 members.

We have a broad range of credible experience in the youth marketing sector and are able to offer your brand direct access to the lucrative student market.



**Paul Parkes**

Head of Business Development - Thirteen Media





**Accenture**

Face-to-face, Indoor

# FACE-TO-FACE

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There's always something happening at the Students' Union. From society meetings and gigs at the world famous Manchester Academy, to coffees at Corridor Coffee or drinks in the bar, the Students' Union is a vibrant hub of activity.

## INDOOR STANDS

Our lively foyer area is the main thoroughfare to our popular café, shop, bar, activity spaces and meeting rooms. The average footfall in this area, during term-time is 7,000 students a day, making it the perfect spot for face to face promotions.

**OCTOBER 2022 - JULY 2023**

**REACH: 7,000 / £600.00 3m x 2m**

## OUTDOOR SPACE

Space is available for vehicles, displays and interactive activities at a range of locations. These sites offer excellent visibility from the bustling Oxford Road corridor, the main route to university and the city centre for our students and Europe's busiest bus route.

**OCTOBER 2022 - JULY 2023**



**8m x 10m**



**6m x 3m**

**FROM £1000.00**

*All prices subject to VAT at the current rate*



innocent  
farmacy

ANTIOXIDANT  
B7

innocent  
farmacy

MOOD  
BOARD

Our forecasts will have you feeling ship shape in the  
heat of a cap. Simply tell us how you're feeling and we'll get cracking.

<input type="checkbox"/> I'm feeling happy	<input type="checkbox"/> I'm feeling neutral	<input type="checkbox"/> I'm feeling stressed	<input type="checkbox"/> I'm feeling tired
<input type="checkbox"/> I'm feeling sad	<input type="checkbox"/> I'm feeling anxious	<input type="checkbox"/> I'm feeling angry	<input type="checkbox"/> I'm feeling frustrated
<input type="checkbox"/> I'm feeling calm	<input type="checkbox"/> I'm feeling relaxed	<input type="checkbox"/> I'm feeling content	<input type="checkbox"/> I'm feeling at ease
<input type="checkbox"/> I'm feeling in love	<input type="checkbox"/> I'm feeling hopeful	<input type="checkbox"/> I'm feeling optimistic	<input type="checkbox"/> I'm feeling positive

we hear you friend  
the super smoothie will see you now

AREA  
2



Innocent Smoothies Farmacy Campaign  
Face-to-face outdoor



# DISPLAY ADVERTISING

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## D1GITAL SCR3ENS

Our digital display screens are an integral part of our advertising offer providing high exposure and one of the most visually attractive and cost effective display platforms available. We have up to 18 portrait screens located in high footfall areas of the Students' Union building. The playlist is 60 seconds long with your ad showing for a minimum of 10 seconds per minute, so over 700 times a day. The costs are per screen as we feel this is the best way to cater for all client requirements and budgets.

**SEPTEMBER 2022 / £150.00 PER SCREEN / PER WEEK**

**OCTOBER 2022 / £100.00 PER SCREEN / PER WEEK**

**NOVEMBER 2022 - JULY 2023 / £150.00 PER SCREEN / 2 WEEKS**

## DIGITAL VIDEO WALL

Located in the main foyer area of the Students Union building our 2.8m x 1.8m HD video wall is the main focus of this space with approximately 7,000 visitors per day and with dwell time high, this is the perfect way to promote your brand or product.

**SEPTEMBER 2022 to JULY 2023 / £500.00 PER WEEK**

## HALLS OF RESIDENCE D1GITAL SCR3ENS

We have a network of 22 x 50" Digital screens located in University Halls of Residence across the campus and are the only official route into these locations. All of the screens are positioned in entrance and reception areas where footfall is high and views are guaranteed. Each ad will show for 10 seconds every minute so around 900 times a day per screen giving approximately 30,000 potential screen views a day across the network.

**22 SCREENS / £750.00 PER WEEK**

*All artwork should be sent 1080px x 1920px in Jpg format.  
Animated artwork should be sent as an MP4 file.*

*All prices subject to VAT at the current rate*



# TH1RT3EN

MEDIA

THIRTEENMEDIA.CO.UK  
@Th1rt3enmedia



# DIGITAL ADVERTISING

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## ONLINE ADVERTISING

Our website is the heart of the Union's digital presence, a hub of information and a channel to measure student engagement, students use the site on a regular basis to get the latest Union news, information and event tickets. The 20,000 unique visitors on average each month is testament to this. Advertise with us online and have unlimited, 24 hour access to over 40,000 students.

[manchesterstudentsunion.com](http://manchesterstudentsunion.com)

**1 WEEK / £275.00 / 2 WEEKS / £450.00**

**3 WEEKS / £650.00 / 4 WEEKS / £800.00**

## SOCIAL MEDIA POSTS

We are able to offer bold and effective social media for you brand with a strong and engaged following across our channels.

**Twitter - @ManchesterSU**

**Instagram Stories - @ManchesterSU**

**Facebook - @ManchesterSU**

**£200.00 1 POST / £350.00 2 POSTS**

*Costs are per social platform, per post*

*All prices subject to VAT at the current rate*





NUS Extra Web Banner  
manchesterstudentsunion.com

# ON CAMPUS DISTRIBUTION

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## POSTERS

Poster sites are an excellent marketing channel with all of our poster sites framed and positioned in high footfall areas including washrooms and social spaces where dwell time is high.

**A1 PORTRAIT POSTERS x 4 - £200.00 PER WEEK**

**A3 PORTRAIT POSTERS x 10 - £200.00 - £200.00 PER WEEK**

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## DISTRIBUTION

The Students' Union is ideally located in the middle of the university campus, meaning that our building and surrounding areas are great places to promote your business to our students.

## AMBASSADORS

Thirteen Media have a team of professional and motivated Brand Ambassadors. The team is made up of current University of Manchester Students who will work to increase awareness and promote your brand by engaging directly with our students.

Our Brand Ambassadors are available for flyer distribution and onsite experiential campaigns. It couldn't be easier for you to bring your brand face to face with Manchester students.

**SELF-STAFFED £300.00**

*Includes 2 x permits for use outside the SU Building*

**SU STAFFED £400.00**

*All prices subject to VAT at the current rate*

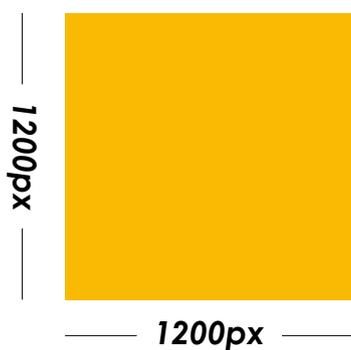




# DIGITAL SPECIFICATIONS

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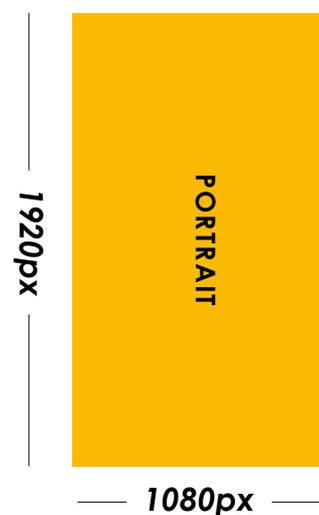
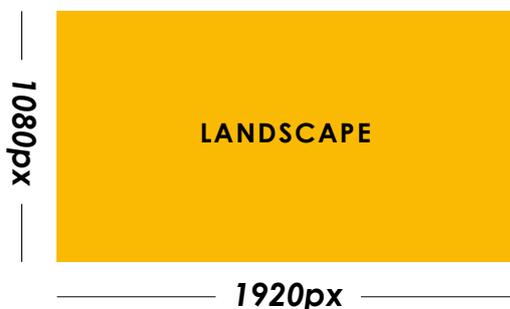
## INSTAGRAM



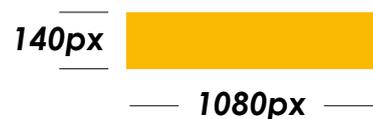
## TWITTER & FACEBOOK



## DIGITAL SCREENS



## WEB BANNERS



All files should be recieved as JPEG or MP4 format



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

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