

TH1RT3EN

MEDIA

MEDIA PACK
2023 / 24



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

1NTRO

WHAT W3 DO

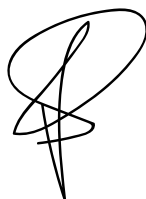
Thirteen Media, a trading subsidiary of the University of Manchester Students' Union and a student marketing agency specifically tailored to promote direct marketing opportunities within the student sector.

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 Commercial Development

Thirteen Media / University of Manchester Students' Union





Deliveroo
Face-to-face, Indoor

FACE-TO-FACE

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.

1NDOR 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 2023 - JULY 2024

REACH: 7,000 / £600.00 3m x 2m

OUTDOOR SPAC3

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 2023 - JULY 2024



8m x 10m



6m x 3m

FROM £1000.00

All prices subject to VAT at the current rate





Nandos
Face-to-face outdoor

DISPLAY ADVERTISING

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 2023 / £150.00 PER SCREEN / PER WEEK

OCTOBER 2023 / £100.00 PER SCREEN / PER WEEK

NOVEMBER 2023 - JULY 2024 / £150.00 PER SCREEN / 2 WEEKS

NATIONAL CAMPAIGNS

For advertisers looking to promote their brands across the UK's other leading students' unions, we are proud to promote Redbus "Eighteen-24" - the UK's largest on-campus digital network. Their high-contrast, Full HD portrait "D6" digital screens offer unparalleled exposure across 120+ leading university campuses nationwide.

They are the market-leaders in on-campus digital signage with a proven compliance record. Redbus' screens are positioned in the highest-footfall, highest dwell-time locations, to maximise reach and engagement whatever your budget.

With competitive rates, they support static, animated and dynamic content with a once-per-minute playout frequency on every screen.

For national booking enquiries, please email thirteenmedia@eighteen-24.com

All prices subject to VAT at the current rate



TH1RT3EN
— MEDIA —

THIRTEENMEDIA.CO.UK
@Th1rt3enmedia



Digital Video Wall

DISPLAY ADVERTISING

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 2023 to JULY 2024 / £500.00 PER WEEK

HALLS OF RESIDENCE D1GITAL SCR3ENS

We have a network of 13 x 50" Digital screens located in the Unsworth Park accommodation on the University of Manchester campus. All of the screens are positioned in entrance areas, including the resident hub where footfall is high and views are guaranteed.

Each ad will show for 10 seconds every minute - around 900 times a day per screen giving over 11,000 potential screen views a day across the network.

13 SCREENS / £500.00 PER WEEK

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





DIGITAL ADVERTISING

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

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

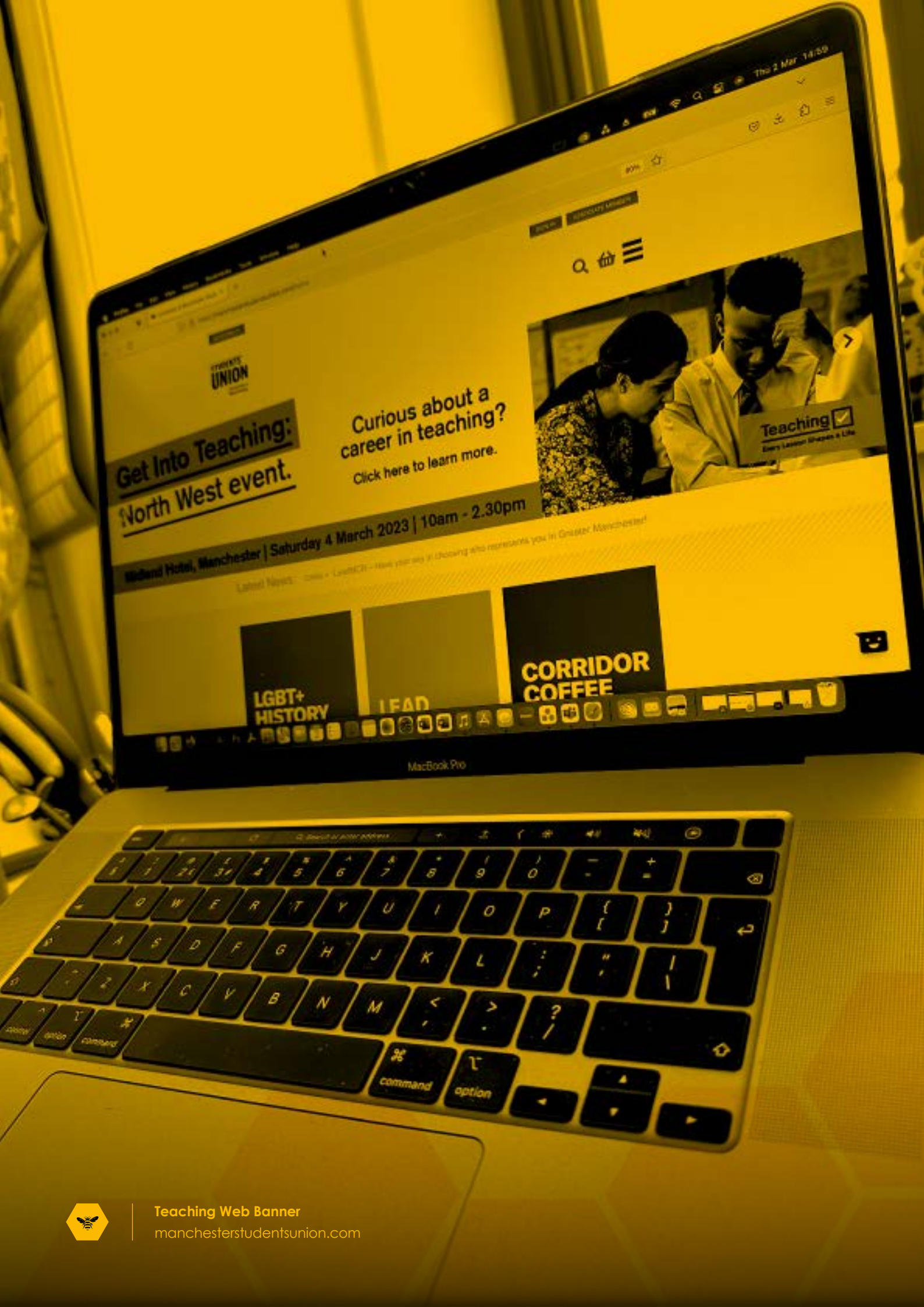
Facebook - @ManchesterSU

£200.00 1 POST / £350.00 2 POSTS

Costs are per social platform, per post

All prices subject to VAT at the current rate





Get Into Teaching: North West event.

Curious about a
career in teaching?
Click here to learn more.

Midland Hotel, Manchester | Saturday 4 March 2023 | 10am - 2.30pm



Teaching ☒
Every Lesson Shapes a Life

Latest News:



LGBT+
HISTORY



LEAD



CORRIDOR
COFFEE



Teaching Web Banner
manchesterstudentsunion.com

ON CAMPUS DISTRIBUTION

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

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.

SELF-STAFFED £300.00

Includes 2 x permits for use outside the SU Building

All prices subject to VAT at the current rate

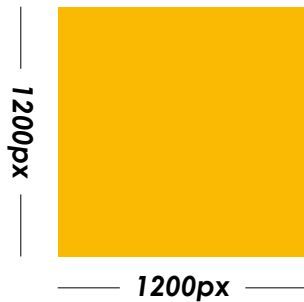




Diesel
Face-to-face outdoor

DIGITAL SPECS

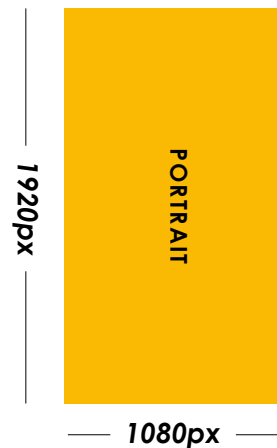
INSTAGRAM



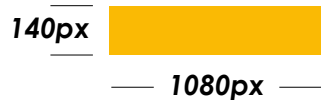
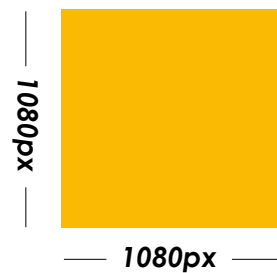
TWITTER & FACEBOOK



DIGITAL SCREENS



WEB BANNERS



All files should be recieved as JPEG or MP4 format



thirteenmedia.co.uk

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