

M A D E I N

M C R



MEDIA PACK 2024/25

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





Manchester has everything but a beach.

IAN BROWN

What we do...

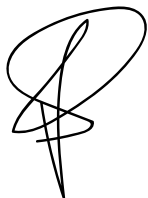
Thirteen Media, a trading subsidiary of the University of Manchester Students' Union and a student marketing agency specifically tailored to promote direct marketing opportunities within the student sector.

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 46,000 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



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 Co or drinks in 532 Bar + Kitchen, 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 approximately 7,000 students a day, making it the perfect spot for face to face promotions.

OCTOBER 2024 - JULY 2025

£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 2024 - JULY 2025

AREA 1: (8m x 10m) / AREA 2: (8m x 3m)

FROM £1000.00

All prices subject to VAT at the current rate.



Display Advertising

Digital Screens

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 2024 / £150.00 (PER SCREEN / PER WEEK)

OCTOBER 2024 / £100.00 (PER SCREEN / PER WEEK)

NOVEMBER 2024 - JULY 2025 / £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.



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 2024 - JULY 2025 / £500.00 (PER WEEK)

Halls of Residence Digital Screens

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 JPEG format.

Animated artwork should be sent as an MP4 file and be no longer than 10 seconds.

All prices subject to VAT at the current rate.



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 46,000 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 your brand with a strong and engaged following across our channels.

 @ManchesterSU  @Manchester_SU  @ManchesterSU

1 POST: £200.00 / 2 POSTS: £350.00

Costs are per social platform, per post

All prices subject to VAT at the current rate.

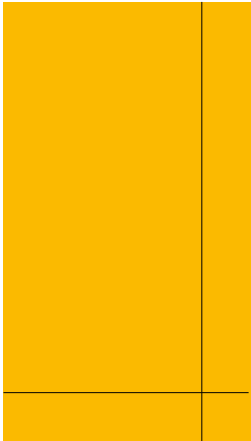


Digital Specifications

Digital Screens

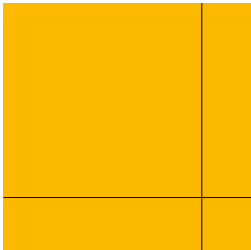


1920px x 1080px (L)



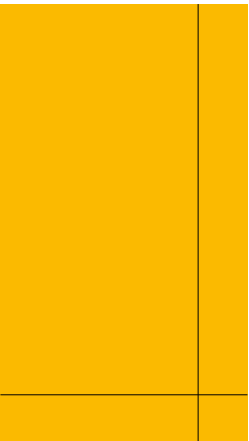
1080px x 1920px (P)

Web Banner

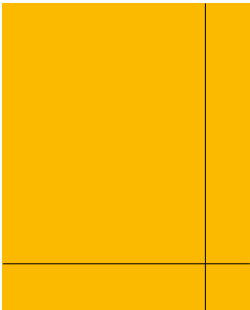


1080px x 1080px

Instagram / X / Facebook



1080px x 1920px



1080px x 1350px



1920px x 1080px

All files should be recieved in JPEG format.



On Campus Distribution

Posters

Poster sites are an excellent marketing channel with all of our 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 (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.





Our Clients

2024 / 2025



 thirteenmedia.co.uk

