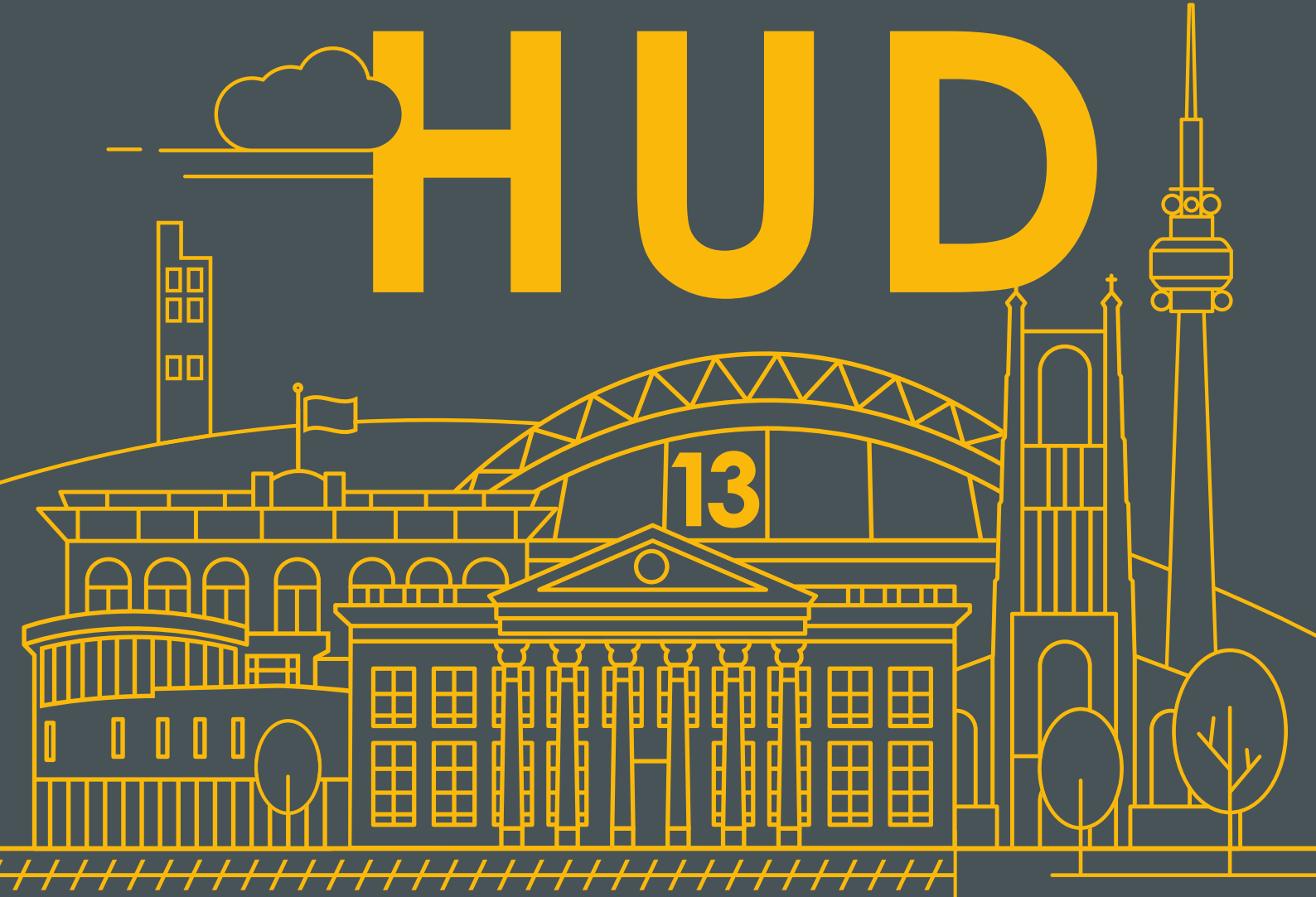


FRESH AT HUD



FRESHERS MEDIA PACK 2024/25

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



Welcome to Huddersfield

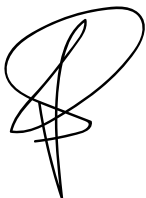
Freshers Week

Huddersfield Students' Union is located at the heart of the campus offering a wide range of services and opportunities to its 16,000 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 3,000 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

Head of Commercial Development

Thirteen Media / University of Manchester Students' Union



Freshers Welcome Fair

MONDAY 16TH SEPTEMBER

Indoor Stall

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)

Stall Space 2m x 1m

INDOOR PREMIUM: £1000.00 (ONE DAY)

Stall Space 4m x 2m

TUESDAY 17TH - FRIDAY 20TH SEPTEMBER

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

Prices and bespoke local business packages available upon request.

All prices subject to VAT at the current rate



Freshers Marketing

Freshers Goody Bags

Full of products, freebies and information, 3,000 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 Goody Bag Sponsorship

Printed one side in one colour on 3,000 bags distributed at Freshers Fair and across campus.

4,000 BAGS: £1000.00

All prices subject to VAT at the current rate



Display Advertising

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 screens positioned in high footfall area in our Students' Union Shop giving your company/brand maximum exposure.

Your advert will show for 10 seconds every minute.

3 SCREENS: £300.00 (PER TWO WEEKS)

All artwork should be sent 1080px x 1920px (Portrait) or 1280 x 720px (Landscape) 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

huddersfieldsu.co.uk is the official Students' Union website and advertising on our homepage will mean that your message is seen by thousands of potential customers each day.

 **huddersfieldsu.co.uk**

4 WEEKS: £350.00

1 TERM: £1250.00

ACADEMIC YEAR £3000.00

Social Media Posts

Promote your brand via our official social media channels. We offer a range of posting options across our platforms to cater to your advertising needs.

 **@HuddersfieldSU**  **@HuddersfieldSU**  **@HuddersfieldSU**

INSTAGRAM STORY: £100.00

X & FACEBOOK POSTS: £100.00

Costs are per social platform, per post

Instagram artwork should be sent 1080px x 1920px in JPG or MP4 format.

X & Facebook artwork should be sent 1200px x 628px in JPG or MP4 format.

All prices subject to VAT at the current rate.



On Campus Distribution

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



Inbox Advertising

Email Marketing

Our weekly emails are a great way to ensure that you broadcast a direct message to approximately 18,000 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)





Our Fairs

2024 / 2025



 thirteenmedia.co.uk