

# THIS IS THUD



**MEDIA PACK 2024/25**

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





# The Huddersfield that I like best is a large town with a big heart and an open mind.

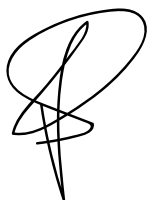
SIMON ARMITAGE

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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 16,000 students.

As the media owner they are able 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



# 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 throughout the day and into the evening.

**£300.00** (PER TWO WEEKS)

ACROSS ALL 3 SCREENS

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**

**1 WEEK: £150.00 / 2 WEEKS: £250.00**  
**3 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.



# Face - To - Face

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## Indoor Space

This is the perfect way for you and your brand to engage directly with our students. We have a marketing space available in the main entrance and access route into the building where footfall is high and regular throughout the day.

**£300.00** (PER DAY)

## Outdoor Space

Our external spaces are located directly outside Student Central where footfall and visibility are highest. The space available is approximately 5m x 5m and can easily accommodate vehicles, displays and interactive activities.

**FROM £500.00**

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

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## 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)

All prices subject to VAT at the current rate.



# Sponsorship

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## Varsity

The largest annual sporting competition between the University of Huddersfield and the University of Bradford with approximately 2000 students from the two Universities. The sponsorship package can be bespoke to suit your requirements however a typical package would include:

Logo on all Huddersfield advertising materials.

Logo on 400 printed T-shirts that are worn on the day by Huddersfield participants.

A presence at the final of the event (this year is in Huddersfield).

Advert in 2 all student emails (16,000 Huddersfield recipients) that contains information about Varsity.

4 x A1 posters in Huddersfield Students' Union.

Advert on digital screens in Huddersfield for the week of Varsity.

Advert on the Varsity section of the HUSU website.

**£1000.00**

All prices subject to VAT at the current rate.





# Sponsorship

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## SU Awards

The annual awards evening that celebrates the amazing achievements of our students. It's a night of glitz and glam with approximately 15 awards up for grabs and around 200 attendees. Packages include:

Sponsorship of an award including the option to present it on the night.

Logo printed in the program.

Logo advertised on the website and name listed with the award during nominations.

**£100.00** (PER AWARD)

All prices subject to VAT at the current rate.





**Our Clients**

2024 / 2025



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