

# MEDIA PACK 2018

# WELCOME

Thank you for taking the time to read the University of Northampton Students' Union's Media Pack. In this booklet, you will find an extensive range of advertising and sponsoring opportunities that will enable you to reach our 14,000 students.

In 2018, the University is moving to its new Waterside Campus in Northampton town centre. As part of this exciting project, the Students' Union has restored the Grade II-listed Engine Shed building – the next home for all of our student groups. Nearby, we have another dynamic venue, The Platform, which plays host to a café, nightclub and conference centre. Plus, the Students' Union on the existing Avenue Campus will still be holding events too!

The Union aims to ensure that our students have the best possible experience during their time at the University of Northampton. As we are at the heart of their lives, we fully understand our students and their needs. In particular, we can offer you direct access to this audience, and help you meet your marketing goals.

If you would like more information on the opportunities in this guide, please contact **Rachel Heugh** by emailing [rachel.heugh@nus.org.uk](mailto:rachel.heugh@nus.org.uk) or by phoning **07757 865096**.





# EVENTS

During the academic year, the Union arranges key events for our students to enjoy, located either on campus or at special venues across Northampton.

These are always popular occasions, and sponsoring any is certain to provide excellent exposure for your organisation. Moreover, it will enable you to show support for the local student community, so building a crucial relationship.

If you would be interested in sponsoring one of our events, please contact **Rachel Heugh** by emailing [rachel.heugh@nus.org.uk](mailto:rachel.heugh@nus.org.uk) or by phoning **07757 865096**.

	Month
Freshers' Fortnight	September - October
STAR Awards	March
Varsity	March
Society & Volunteering Awards	April
Sports Awards	May
Summer Ball	June



## FRESHERS' FAIR STALL

The Fair allows our new students the chance to meet our sports clubs, societies, volunteering groups and commercial partners. Taking place on Monday 24 September, the 2018-19 Fair will be held in Northampton town centre, with commercial stallholders being housed at The Platform and student groups in Market Square.

	Size	Price
Double National	12 x 3ft	£750
Single National	6 x 3ft	£500
Double Local	12 x 3ft	£500
Single Local	6 x 3ft	£300
Not for Profit	6 x 3ft	£200
Charity	6 x 3ft	£100

## WELCOME WEEKEND STALL

At Welcome Weekend, around 2,000 students visit the Union to collect tickets. The dates of Welcome Weekend 2018-19 are 22 and 23 September.

	Price
One day	£200
Both days	£300





## WELCOME BAGS

We hand out welcome bags in Freshers' Fortnight that are packed full of great freebies and useful information. A simple means of communicating with our first-year students is to add your own leaflet or sample to each bag.

	Price
Leaflet insert (up to A5)	£250
Sample	£300

## FLYERS

	Price
Flyering	£150



## WEBSITE BANNER

The Union website, [northamptonunion.com](http://northamptonunion.com), had almost 120,000 page views and 11,000 users during Freshers' Fortnight last year. Your 728 x 90px banner will be on a loop and positioned prominently on our pages. Using a hyperlink, it will drive traffic to your presence online.

	Price
Freshers' Fortnight	£250
All Year	Price
Per week	£60
Per month	£150
Per term	£300

## E-NEWSLETTER

Once a week, we send out an email to our students. For each message, we can include up to 80 words about your business, a link to your website and a 600 x 372px banner image. We also offer a solus email option.

	Price
	<i>per week</i>
E-newsletter	£250
Solus email	£400

ACTIVITIES VOICE ADVICE & SUPPORT FOOD & DRINK SHO

**BRAUN**

Take it to the next **level**.



70

We offer over 70 diverse Student Societies - all FREE to join

10%

We offer 10% discount staff and students on food across all our venues

STUDENTS' UNION





## SOCIAL MEDIA

The Union has a strong presence on social media, with 7,600 likes on Facebook, 7,300 followers on Twitter and 3,000 followers on Instagram.

	One Post	Two Posts	Three Posts
Sept/Oct	£100	£160	£200
Nov/Dec	£80	£120	£150
Rest of Year	£50	£80	£100

## DIGITAL SCREENS

We have six internal screens placed inside the Engine Shed, which each display a static image for around ten seconds, with adverts shown on rotation. We require artwork with the resolution 1280px x 720px, and the images should be exported to 72 dpi.

	One Week	Two Weeks	One Month
Sept/Oct	£150	£250	£400
Nov/Dec	£100	£175	£300
Rest of Year	£75	£125	£200



## ON-SITE STALL

By paying for a 6 x 3ft space in the Engine Shed, you will have a perfect opportunity to hand out samples, conduct market research or build mailing lists.

	Price
National companies	£200
Local companies	£100
Charities	£50

---

## NUS EXTRA LOCAL CARD

	Price
NUS Card	£100
With other advertising	Free



To book any of our opportunities, please contact **Rachel Heugh** by emailing [rachel.heugh@nus.org.uk](mailto:rachel.heugh@nus.org.uk) or by phoning **07757 865096**.