

10% Graduate recruiter discount
10% Local York company discount

**YUSU
MEDIA
PACK**
2017-18

**MAKE AN IMPRESSION
AND SHOWCASE YOUR
BRAND TO OVER
18,000 STUDENTS!**



Find us on Facebook, Twitter,
Instagram, Snapchat at [yorkunisu](#)



CONTENTS

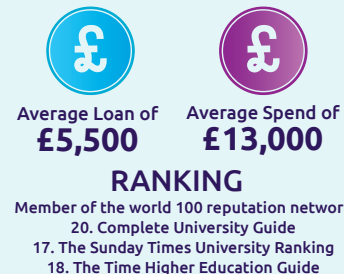
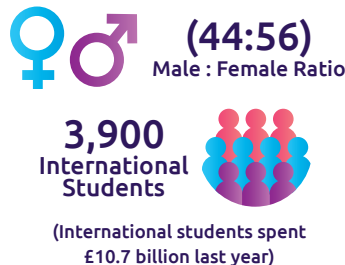
- 2. Contents And Introduction
- 3. Freshers' Week 2017
- 4. Digital & Social Media
- 5. Ambient Media
- 6. On Campus Promotion Leafleting & Packages

HELLO!

The University of York is an academically renowned and internationally acclaimed university with over 18,000 students. Close to the beautiful City of York, our students come from all over the globe and go on to have affluent careers in a diverse list of sectors. Student spending power has increased by over £655 million in the last 10 years to reach £20 billion; you can communicate your brand or business to this market through an exciting variety of advertising opportunities; read on to find out more.

TERM DATES 2017-18

Autumn Term: 25th September - 1st December
 Spring Term: 8th January - 16th March
 Summer Term: 16th April - 22nd June



CONTACT US

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LOVE YORK

FRESHER'S WEEK 2017

23rd SEPT - 01st OCT

FRESHER'S FAIR

Saturday 30th September 2017

Engage with 8,000+ Fresher's Fair Attendees across 6 venues

Each year, YUSU brings you the opportunities to make an impression to over 8000 attendees at our Freshers Fair. Packed with something for everyone, it's an event not to be missed!



We attend a large number of fresher's fair, but the University of York Student's Union is the best due to the overall professionalism, helpfulness and customer service that we receive - Domino's Pizza

The Freshers Fair is an outstanding opportunity for our brand to meaningfully engage with thousands of University of York students in just one day. I consider the fair to be a keystone in the success of our student business every year - York Parties

STALLS

PREMIUM - Located in the main walkway of the Premier venue; 4m x 3m space with table, electrics, wifi and back boards (£825)

STANDARD - Located in the Premier venue; 2.5m x 2.5m space with table, electrics, wifi and back boards (£525)

OUTDOOR STANDARD - Make the most of the crowds around the key venues; up to 5m x 5m space with table (£525)

CHARITY - Registered Charities only, located in Vanbrugh Dining Hall (£100)

VEHICLE OUTDOOR PREMIUM - Outdoor stand up to 10m x 10m (£775)

FRESHERS' CREW TSHIRTS

Get your logo on 200 t-shirts printed for YUSU Staff across 5 venues, including bars and restaurants (£500)

WELCOME BAGS

PRODUCT - Insert your product or merchandise into 4,500 bags given out to first year students at welcome talks (£250)

LEAFLET - Insert your leaflet into 4,000 welcome bags given out to first year students at welcome talks (£300)

DIGITAL & SOCIAL MEDIA

WEBSITE - The YUSU homepage receives 2 million unique page views annually

Block Advert: Hire a block advert on the homepage (263px x 360px with hyperlink)

Sliding Banner: Hire a sliding banner on the homepage (748px x 360px with hyperlink)

(£200 a month / £400 a term / £1000 a year)



NEWS ARTICLES

Have a news article published from the YUSU website, featuring a block link on the homepage (2 million annual views) with an image (300px x 162px) and text summary, directing to the full article (£200)

EVENT LISTING

The What's On page of the www.yusu.org has over 195,000 annual page views. If you have an event opportunity, this is where students will look. Includes image 150px x 150px (£200)

WEEKLY INFO NEWSLETTER

Sent to the inboxes of over 20,000 students & staff at The University of York every Wednesday during term time. Written post or image 167px x 300px - both include hyperlink (£150 for a written post or £200 for a written post and advert image)

SOCIAL MEDIA BUNDLES

Reach the following audiences with posts and competitions:



11.7K
Twitter Followers



16,200 +
Facebook Likes

(£50 / post or bundles £75)

ON CAMPUS PROMOTION & LEAFLETING

ON CAMPUS PROMO STAND - Freshers' Week (£500) Term Time (£500) (Grad Recruiters £400)

LEAFLETING - One full day in the high footfall locations around campus (£150)

PLASMA - 7.5 second rotation in 12 high footfall locations around campus including bars & restaurants (£100 Freshers' Week / £100 a week / £250 a month / £400 a term)



PACKAGES

Do you require a bit of everything in order to support a marketing campaign? We offer a range of packages to take your message to as large an audience as possible.

GOLD PACKAGE - £2000 - Sliding Banner for a term, 3 Weekly info newsletter inserts, Social Media Bundle, Plasma Screens for a term, 2 x On campus Promo Stand.

SILVER PACKAGE - £1000 - Sliding Banner for a month, 3 weekly Info newsletter inserts, Social Media Bundle, Plasma screens for a Month, On campus promo Stand.

BRONZE PACKAGE - £500 - Sliding Banner for a month, Social Media Bundle, Weekly info newsletter insert.

AMBIENT MEDIA

Want to do something a little different to grab the attention of the student market? We have some exciting options to make you stand out on campus:



FLOOR STICKERS - Eye-catching and quirky, these Gripstickr floor stickers mould seamlessly to any surface and are located in high footfall locations around the SU Building (x5 £250 / x10 £450)

ADVERTICALS - Ensure the memorability of your brand by doing something a bit more unusual. Adverticals are wrapped around pillars located on high footfall walkways around the SU Building and are a really effective means of disseminating your brand's message. (x10 £700)

CLEAN AD'S - A remarkable and environmentally friendly method of showcasing your brand on our campus. (x50 £3500)

TABLE VINYLS - Bring your brand directly to the student audience and become the topic of conversation over a coffee, lunch or a pint. Strategically located in our main campus bar (busy all day, every day through term), table vinyls are difficult to ignore and make you stand out from the rest. (x10 £700)