

# University of Leicester Students' Union MEDIA PACK

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**LEICESTER  
STUDENTS'  
UNION**

**Our award-winning Students' Union is the representative organisation for more than 19,000 students who have chosen to study at the University of Leicester and is located at the heart of the main campus.**

With busy food courts and vibrant social spaces, it is the main social hub on campus, offering huge opportunities to engage with thousands of students.





**19,141**  
Students



**66%**  
Undergraduate



**34%**  
Postgraduate

Over **250** Student Groups and Sports Clubs

Over **37k** Social Media followers



Charity (30% discount)

# DIGITAL SCREENS

We have six landscape digital screens around our building and one 9-screen video wall.

Screens x1 week	.....	£350 ex VAT
Screens x1 month	.....	£900 ex VAT

**Artwork size: 1280 pixels wide x 720 pixels high**





Charity (30% discount)



# WEBSITE

On average our website logs over 15,000 unique visitors every month and over 700,000 page views. It's the perfect way for students to find out about upcoming events, join Student Groups and sports clubs, look for part-time jobs, get advice and information, and vote in student elections.

An advertising banner with a live link at the bottom of our homepage is a perfect way to draw attention to your brand.

Website banner x1 month ..... £350 ex VAT

Artwork size: 1440 pixels wide x 200 pixels high





Charity (30% discount)

# PROMOTIONAL STANDS

Want to engage with our students face to face? Ideal for distributing samples and increasing brand awareness, book an onsite presence in our Students' Union Building or outside space to take advantage of one of the most effective marketing methods we offer.

Stall (1x table, 2x chairs) in SU building      ●●●●●      £310 ex VAT

Stall in Centenary Square (outside)      ●●●●●      £420 ex VAT





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# POP-UP SHOPS AND FAIRS

Our Students' Union building boasts a multipurpose venue (O2 Academy and Academy 2) to allow you to visit our students on your terms. A bespoke fair or pop-up sale can be a fantastic way to really connect with students and stay in their minds after the day is done. Whether it's a vintage clothing sale, a record fair, or a craft market, we can customise the space to suit your needs. Get in touch to discuss your ideas or hear more about what our space has to offer, and for help in creating a bespoke experience to reach our students in the best way for your brand.

Pop up shops and fairs (O2 Academy)	•••••	£525 ex VAT
Pop up shops and fairs (Academy 2)	•••••	£390 ex VAT



# FRESHERS' WEEK

This is a fantastic opportunity to get your brand noticed and create loyal customers. With students moving away from home for the first time, effective advertising can make a lasting impression and develop long-term brand awareness. We also have many returning students who get involved with Freshers' Week so it's a great chance to reintroduce brands and organisations to them.





# FRESHERS' FAIR

**Meet 10,000 students face-to-face on our close-knit campus.**

Freshers' Fair is our biggest commercial event for students, both old and new. This is the perfect opportunity to engage with students when they are forming new relationships with brands. It's a time when students are willing to try new things and are deciding which brands to use and trust. A stall at our Freshers' Fair gives you the chance to exhibit, demonstrate and promote your products and services to thousands of enthusiastic and engaged students.

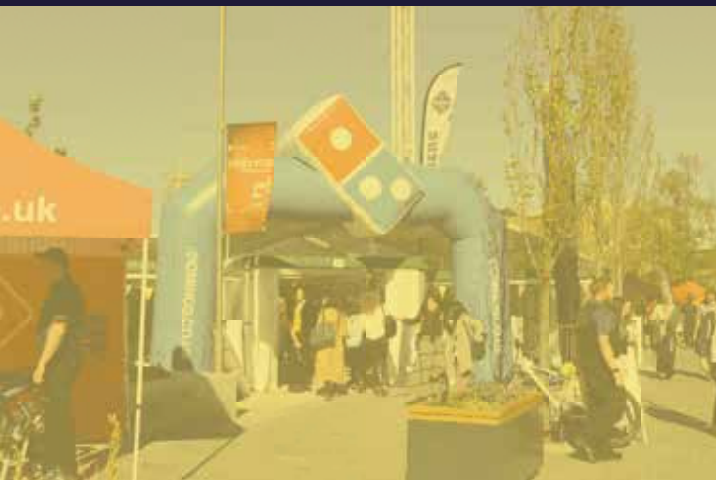
In 2018 our Freshers' Fair saw over 10,000 students attend over two days.



**Day 1: 4,524 students**



**Day 2: 5,514 students**





Charity (30% discount)

## Local Organisation Rate

Day 1	.....	£595 ex VAT
Day 2	.....	£595 ex VAT
Both	.....	£995 ex VAT

## National Organisation Rate

Day 1	.....	£900 ex VAT
Day 2	.....	£900 ex VAT
Both	.....	£1,440 ex VAT

Outdoor stalls make for great talking points. Please contact us to discuss outdoor opportunities.

Add your printed insert to the Freshers bags or get creative and send us a gift or sample to make your brand stand out.

Printed insert	.....	£450
Gift or sample	.....	£225

# STUDENT FLYERING

Our student staff will hand out flyers on your behalf at the highest footfall points on campus.

\*Vendor to provide in advance of shift.

Half Day ..... £220 ex VAT

Full Day ..... £375 ex VAT

# STUDENT SURVEYS

Our student staff will approach students to participate in surveys using iPads.

\*Minimum quota to be agreed.

Half Day ..... £200 ex VAT

Full Day ..... £350 ex VAT





## SOCIAL MEDIA

A super-fast and engaging way to communicate with our student body. Raise awareness of your brand, increase clicks and sales, or even conduct some market research with our engaged audience.

### Facebook

£70 per post (ex VAT)  
£160 for 3 posts (ex VAT)  
£290 for 6 posts (ex VAT)

### Twitter

£40 per post (ex VAT)  
£110 for 4 posts (ex VAT)  
£160 for 6 posts (ex VAT)

### Instagram (Story)

£50 per post (ex VAT)  
£110 for 3 posts (ex VAT)

### Instagram (Main Feed)

£70 per post (ex VAT)  
£120 for 2 posts (ex VAT)

## VIRTUAL FRESHERS FAIR

Rates available upon request (subject to availability).



We are always happy to discuss original ideas and bespoke options so feel free to get in touch

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