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If you want to engage with the University of Leicester student market, you’re in the right place!

With a student community of over 19,000, your business has no better pool of potential customers here at Leicester. We have a variety of marketing options available to suit a range of budgets and objectives, from digital opportunities to in-person events and pop-up stalls.

To discuss your marketing campaign with our Sales Team, email su-sales@leicester.ac.uk
Infographic figures are correct at the time of publishing. For our latest student demographics, please visit leicestertion.com/advertise.

There is no better way to connect your business with our student population than through the student union. With our highly engaged students on campus we can help your brand to connect through on campus promotional activity and through our media channels.
We have seven landscape digital display screens around the Students’ Union – Percy Gee building. The below rates include coverage on all screens;

<table>
<thead>
<tr>
<th>Digital Screen</th>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital screen</td>
<td>7 Days</td>
<td>£250 + VAT</td>
</tr>
<tr>
<td>Digital screen</td>
<td>1 Month</td>
<td>£500 + VAT</td>
</tr>
<tr>
<td>Digital screen</td>
<td>1 Term</td>
<td>£1000 + VAT</td>
</tr>
</tbody>
</table>

*HERE YOUR CONTENT*
On average, our website (www.leicesterunion.com) logs over 15,000 unique visitors monthly and over 700,000 page views.

A banner advert it’s the perfect way to build brand awareness and gain exposure to our engaged online audience. We can also add a link directly to your website, sign-up page or social media account!

<table>
<thead>
<tr>
<th>Website Banner</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Days</td>
<td>£250 + VAT</td>
</tr>
<tr>
<td>1 Month</td>
<td>£500 + VAT</td>
</tr>
<tr>
<td>1 Term</td>
<td>£1000 + VAT</td>
</tr>
</tbody>
</table>

Artwork size: 2000x675px
Email advertising is one of our fastest-growing communication platforms. We send a fortnightly student newsletter to students.

New for this academic year!
We also have a growing mailing list who have opted in to receive messages from our commercial partners. We send bespoke fortnightly solus emails to students.

- **E-newsletter banner advert**
  - £200 + VAT
  - Artwork size: 600x140px

- **Commercial solus email**
  - £350 + VAT
Social Media Packages

Our social media packages are super-fast and engaging way to communicate with our students. Raise awareness of your business, increase clicks and sales, or even conduct market research with our engaged online audience.

- **Feed Post**
  - 1x £75 + VAT
  - 2x £120 + VAT

- **x2 post per platform**
  - £160 + VAT
  - (save £50!)

- **Stories**
  - 1x £50 + VAT
  - 3x £110 + VAT

- **Instagram Takeover**
  - (up to 12 stories and a main feed post)
  - £500 + VAT

Followers:
- 21,000
- 10,500
- 8,900

Lucy Sturgess | 0116 2297759 | su-sales@leicester.ac.uk
Promotional Stands

Bring your brand onto campus and hold an onsite activation. We can offer high footfall spaces ideal for distributing samples and increasing brand awareness. Our union building is a hub of activity with busy food courts and vibrant social spaces. This is the main social hub on campus, offering huge opportunities to engage with thousands of students.

Stall in the SU Square £350 +VAT
Stall in Centenary square (outside) £400 +VAT
Pop Up Sales and Shops

We can offer space for your pop up shop, event or larger activation and tailor space to your needs. Our student union building includes a multipurpose venue (O2 Academy) to allow you the space to really connect with students. Ideal for vintage or clothing sales and small fairs.

Pop-up shop and fair

£550 +VAT Per day

Larger bespoke space available on request – get in touch to discuss your requirements
Maintain your brand presence and student connection with one of our bespoke packages at a competitive cost. We are happy to discuss tailored options to work for your brand and budget and make sure that you get the most out of advertising through the University of Leicester student union.

Example Year Round Package

- Onsite Activation in our SU square
- Webpage banner across all three terms
- Digital screen advertising across all three terms
- Multi channel social media posts
- Dedicated Solus emails for your brand
- Additional stall space at our Refresher Fair event

Contact us to discuss a bespoke package for your brand.
Get In Touch

Our vision is that together we can create a fun and memorable experience for our students through the medium of advertising.

We welcome innovative and forward-thinking ways of introducing your brand to our students. If you haven’t found what you’re looking for in this pack, just give us a call or send us an email to discuss our tailored packages.
Previous Clients

Superdrug

national express

wagamama

SUBWAY

Sulets

ROCKSTAR PROMOTIONS

iGUANAS

LLOYDS BANK

REVOLUTION

Graduate Recruitment Bureau

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