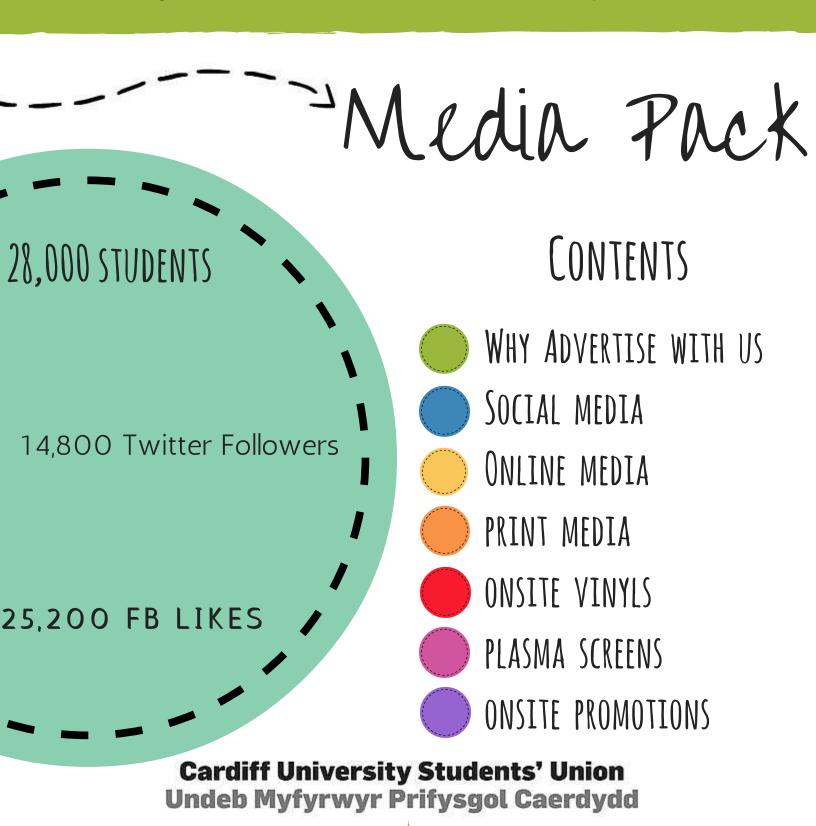
YOUR GUIDE TO ADVERTISING TO STUDENTS



WWW.CARDIFFSTUDENTS.COM

who Advertise with us?

GET INVOLVED

CUSU is the best place to promote your product / service to the student population. We have a comprehensive knowledge of our young audience and our advertising opportunities ensure our clients receive maximum exposure. Booking advertising through CUSU gives you access to this vibrant customer base through an organisation that they trust.

OPPORTUNITIES

We offer a range of opportunities for you to promote your business. This pack aims to provide you with a concise summary of the options available, but our team are on hand to advice on bespoke package deals and extended offers as needed. If you want to discuss the options, or have any queries, please contact us.

YOUR POTENTIAL MARKET

Cardiff University educates over **28,000 students** ranging from full-time undergraduates to part-time postgraduates. All students automatically become members of the CUSU when they enrol at Cardiff University, giving us direct access to this diverse group. Many are living away from home for the first time, making decisions about what and where to buy, making it an ideal time to introduce your brand to them.

Social Media



Our social media platform is paramount to communication and engagemen with our past and present students. It allows us to interact with our student members in real time.

Take advantage of our followers by choosing social media advertising as part of your campaign package.



Facebook Likes





Twitter Followers





1 week of Facebook - £60 (2 posts)
1 Week of Twitter - £60 (2 tweets)
1 Week of Facebook and Twitter - £100 (2 tweets, 2 facebook posts)

*Bespoke Packages avaiable on request



www.cardiffstudents.com is used as the primary info point for our students. All students share free unlimited access. Cardiffstudents.com on average receives 337,918 page views and 25,523 unique visits per month.

To take advantage of the traffic that Cardiffstudents.com attracts - a web banner can be placed on either the homepage or sub page.

E-NEWSLETTER

Our What's On e-newsletter is sent out on a weekly basis to keep all our 28,000 students informed on all current events at the Union. An advert can be placed at the bottom of the weekly e-newsletters.

Web Banner £395 (4 Weeks) 335 wide X 284high (Pixels) (JPEG or GIF)



E Newsletter Ad £400 (Per Issue) 600 wide X 150 high (Pixels) (JPEG or PNG)

SUSALES@CARDIFF.AC.UK | 02920 781417

4 : Print Media

gair≋rhydd ∠

Gair Rhydd is the award winning student weekly newspaper. This free paper includes sections on the latest news, sport, features, politics and interviews. Gair Rhydd is delivered to over 70 locations around Cardiff including supermarkets, local shops, cinemas, cafes, restaurants and halls of residences.



Quench is a fortnightly lifestyle/entertainment magazine. This popular magazine includes section on travel, fashion, arts, digital music, film and more.



Full Page: £500 267mm X 338mm Half Page: £300 267mm X 169mm Quarter Page: £150 133mm X 169mm



Full Page: £300 257mm X 318mm

Half Page: £150 257mm X 159mm

Dimensions above - no bleeds needed. EPS is preferred, or TIFF. PDF's should also be supplied to the following 300dpi. Due to newspaper size a font size of less than 10 is not recommended.

NEW Onsite Vinut

This year we have introduced onsite vinyl. These have been really effective and are a popular alternative to posters. Due to their prominent location on our tables throughout the food court area in the union - you also cant help but spot them. Some companies have included QR codes or NFC tags which both increase

interaction with the advert.

£25 per vinyl per week - minimum order of 10.

Each Vinyl - 67cm X 67cm.



Vinyl to be supplied and posted to the union 3 days prior to the campaign beginning. Please ask if you would like details of who can print the artwork.

Onsite Banner



Another option for an onsite display would be to chose an external banner. These are displayed prominently on the exterior of the building in full site of those entering and exiting the union.

Onsite Banner - £200 per week - 2 ft high by 4ft wide.

; Plasma Screens



One of our most popular advertising options is use of the plasma Screens.

We now have more than ever - so your advert can be featured over 20 locations in the SU.

We now prefer to go paperless and therefore Plasma screens have proven very popular (see also P.5 - Table Vinyls).

To Feature on 12 Stairwell Screens

£200

1080px wide X 1920px high (Portrait)



To feature on all 20 screens - Stairwell and Venues

Artwork needed in Portrait and Landscape: 1920px wide by 1080px high (Landscape)

Onsite Promotions

media

Cardiff University Studen Caes Undeb Myfyrwyr Prifysgol Caes

Promotional Stand

External Stand £600 Charity - £200

Internal Stand £400 Charity - £150

> Onsite Leafleting Campaign £200 per 1,000 leaflets

Additional Option of Distribution for £9.50 per hour* (+VAT).

this figure includes all payroll and administration coasts and is based on the current adult National Minimum Wage rate of £7,20 per hour)

SUSALES@CARDIFF.AC.UK | 02920 781417

Spansarship

We have various sponsorship opportunities, from one off events like the Athletics Union and Societies Balls, to industry specific opportunities like sponsoring our Skills Development Service.

Please get in touch if you have a specific event you would like to sponsor or have an allocated sponsorship budget.

- * Societies
- * Athletics Union
- * Award Ceremonies
 - * Sports Clubs
 - * Varsity
- Skills Development Service





Did you Know we Did Venue Hire?





Don't take our word for it - come visit us!

Email susales@cardiff.ac.uk or call 02920 781417 to speak to chlore and discuss your event and how we can help!

Cardiff University Students' Union Undeb Myfyrwyr Prifysgol Caerdydd

For further details or to book get in touch with Chloe Cardiff Students' Union, Park Place, Cardiff - CF10 3QN

Tel: (029) 20781417

E-mail: susales@cardiff.ac.uk Web: www.cardiffstudents.com