



Cardiff
Students'
Union

Undeb
Myfyrwyr
Caerdydd

Freshers Media Pack

2022– 2023



Introduction

Freshers' Week

Cardiff Students' Union is located at the heart of the city and can offer your company/brand access to over 30,000 students through a range of marketing channels.

Effective advertising can make a lasting impression and develop long-term brand awareness. We have a comprehensive knowledge of our student audience, and our advertising opportunities ensure our clients receive maximum exposure.

The Centre for Student Life is a service-led project delivered in partnership with Cardiff Students' Union and is a part of the biggest campus upgrade in a generation. The new building has enhanced links with the Students' Union and has helped to increase footfall levels.

Your Sales Team

Cardiff Students' Union

Cardiff Students' Union | Park Place | Cardiff | CF10 3QN
w: cardiffstudents.com t: 029 2078 1403 e: susales@cardiff.ac.uk @cardiffstudents



**Fancy being the
headline sponsor
for Freshers'
2022?**

See Page 8

Fairs

You can meet our students face to face with giveaways, vouchers, leaflets, or data capture.

Freshers' Fair Week commencing 26th September 2022

Our Freshers' Fair is a fantastic opportunity to interact and engage face-to-face with students when they first arrive at university. We also have many returning students who get involved, providing you with the chance to reintroduce your brand.

**Footfall last year was
over 16,000**

Standard Stall £800.00 + VAT

Refreshers Fair Week commencing 30th January 2023

The Refreshers Fair is where students reconnect with the union after Christmas break. Another great opportunity to reintroduce your brand and organisation.

**Footfall this year
was over 1,000**

**Standard Stall
£500.00 + VAT**

**Book both fairs
and receive 20%
off and a week of
digital screens.**

Both fairs must be booked on one booking form. 20% reduction will be applied to Refreshers' fair. Also includes Freshers' Fair specials.

Please enquire about our **outdoor activation spaces**. Price available on request.

Exact Freshers' Fairs and Refreshers Fairs to be confirmed. Dates subject to change. Get in touch for more information.



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Freshers Media Pack 2022-2023

Freshers Fair Specials

Gold

Standard Stall
Instagram Story
Week of digital screens
E-Newsletter Advert

£1500.00 + VAT

You save £800 + VAT

Bronze

Standard Stall
Instagram Story
Week of digital screens

£1000.00 + VAT

You save £650 + VAT

Standard

Standard Stall

£800.00 + VAT

Charity

Standard Stall

£250.00 + VAT

Discount for charities and small businesses on request.

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Printed Opportunities

Freshers' Hall Pack

Add your printed insert to the Freshers' packs or send us a gift or sample to make your brand stand out. Bespoke options are also available upon request. Price on enquiry

Freshers' Gair Rhydd

Gair Rhydd is an award-winning student weekly newspaper. This free paper includes sections on the latest news.

Full Page £800 +VAT

Give it A Go Booklet

Give it A Go (GIAG) is an incredibly successful headline initiative. It's aim is to showcase opportunities available to students from our 250 clubs and societies and an array of University and Students' Union departments.



Where will your advert be seen?

- › Halls of Residence
- › International and Erasmus students
- › Cathays door to door distribution
- › In-person distribution

**Full Page
£450.00 + VAT**

**Inside Front Cover
£750.00 +VAT**

Contact SUSales@cardiff.ac.uk for a targeted advert location with the GIAG booklet.

Online Opportunities

Between August and September our website, cardiffstudents.com is flooded with new student's keen for information on our Freshers' week and their new University. Our website generates an average of over **530,000** views per month

Web Banner

> **August: £1000.00 + VAT**

> **September: £1200.00 + VAT**

> **August & September: £2000.00 + VAT**



Pre-arrival Freshers' E-Newsletter

Say hello before term starts and reach up to 10,000 new students with an advert placed at the bottom of the E-Newsletter to students before arriving at the University.

£650.00 + VAT

Get in touch for other targeted email opportunities.

Solus Email

Brand new for this year, we have introduced a commercial mailing list where students can opt in to hear about offers, promotions, and general information regarding activity in the Students' Union. Feature your organisation and brand to our targeted and ever-growing audience of over **4,000** subscribers.

Average open rate **42%**

£600.00 + vat

Onsite Opportunities

Digital Screens

Our high-tech digital screens are in high footfall areas around the Students' Union and offer a visually attractive opportunity to engage with your target audience.

Located across the building from reception, bars, food outlets, stairwells, and general social spaces. Your advert will show for **30 seconds** on our **20 plus** screens in both landscape and portrait mode.

Per Week £600.00



Year Round Media

530,000

website views
per month

30,000

students that receive
our weekly 'What's On'
newsletter

4,000

students on our
SOLUS email
database

Instagram

With over 14,000 followers
we are able to offer a swipe
up function allowing you to
link through to your website.

£250.00 + VAT

We can also offer an online presence on our
multiple social media channels. For more
information, please contact susales@cardiff.ac.uk

34k Facebook followers

22k Twitter followers

14k Instagram followers

1.4k Tik Tok followers



Sponsorship Opportunities

The Students' Union Freshers' Team is made up of approximately 200 student volunteers each acting as a Students' Union ambassador throughout the Freshers' period.

The team will be responsible for having conversations with new and current students, introducing them to the University experience.

In return you will receive:

- **Variety of digital and print advertising.**
- **A standard size stand in Freshers' Fair.**
- **Logo feature on a micro-site hosted on cardiffstudents.com, with 10 pages of brand-able content**
- **Bright brandable t-shirt, lanyard and printed brandable FAQ quick guides.**
- **Get in touch for more opportunities to showcase your business.**



**Headline
Sponsor
£2500.00**



cardiffstudents



The heart of Cardiff student life
Calon bywyd myfyrwyr Caerdydd