

FRESHERS' 19

23 SEPTEMBER – 26 SEPTEMBER

Advertising Opportunities 2019

Freshers is a fantastic opportunity to get your brand noticed and create loyal customers. With many returning students as well as those moving away from home for the first time, effecting advertising can make a lasting impression and develop long term brand awareness.

There are numerous ways that you can introduce yourselves to our students, before, during and after Freshers, which include:

- Freshers' Welcome Team
- Give it a Go Booklet
- Freshers' week digital advertising
- Freshers' week website banner
- Gair Rhydd Freshers' Edition
- Freshers' Fairs 2019
- Headline Sponsorship
- Jobs Fair
- Big Red Bus advertising

STUDENT UNION FRESHERS' WELCOME TEAM

The Students' Union Welcome Team is a team of 500+ student volunteers each acting as a Students' Union ambassador throughout Freshers' period. The team will be responsible for having conversations with new and current students, introducing them to the University experience here at Cardiff. Groups of volunteers will be placed in key locations around the Students' Union and the University, including the reception areas of all 23 academic schools as well as having exclusive access to University Halls of Residence, there to provide a helping hand, offering advice, directing and supporting those students moving in.



We are incredibly proud of this project and hope you agree that this is a perfect opportunity for you to promote your brand through sponsorship. All contributed finances will be invested into the operations of this exciting and innovative not-for-profit initiative.

Headline Sponsor – £2,500 + VAT incl.

FRESHERS' WEEK DIGITAL ADVERTISING

Get your brand on site with up to 12* portrait digital stairwell screens or 20 stairwell and venues screens during the busiest trading week

12 x stairwell screens (1080px wide x 1920px high) - £400 + VAT per week.

20 x stairwell screens and venues – artwork required in portrait and landscape • (1920px wide x 1080px high) – £550 + VAT per week.

NEW OPPORTUNITY – FRESHERS' VENUE DIGITAL ADVERTISING

Get your brand noticed with our 4 new landscape digital plasma screens that are located within the main freshers' fair venue. With around 12,000 students visiting the fairs each day and during freshers' events it is a sure bet that your brand will be noticed.

4 x Freshers' venue screens - 480px (w) x 288px (h) - £300 + VAT per week

GIVE IT A GO

Give it a Go (GIAG) is an incredibly successful headline initiative from the Students' Union which aims to showcase opportunities available to student and Union/University departments.

This booklet will be waiting on the bed of all those Freshers who are in halls of residences. It will also be included in the welcome pack of all new international and Erasmus students arriving in Cardiff.

- Cost of a full Page Ad £450 + VAT
- Inside front cover £750 + VAT
- Inside back cover £650+ VAT
- Back cover £650 + VAT

The spring edition (published in the New Year), is a smaller edition distributed via the same channels with a print run of 6,000 copies – please enquire for distribution and costs.



FRESHERS' HEALTH AND WELLBEING BOOKLET

Cardiff University Students' Union Advice team is an independent service run by the Union to provide advice, information, advocacy and representation for all Cardiff University students. They can advise on everything from housing to academic issues as well as signposting for other support services.

We are offering **one** company the opportunity to advertise in the Health and Wellbeing booklet advising all students of the support available to them. This booklet is included in every freshers' welcome pack, which will be waiting on the beds of all those freshers who are in halls of residences, including the welcome pack of all new international and Erasmus students arriving at Cardiff.

Cost of a full A5 Page Advert - £450 + VAT

NEW OPPORTUNITY - BIG RED BUS ADVERTISING

The big red bus is an opportunity for you to maximise your brand identity to a large number of students and the general public alike during freshers' week whilst transporting a number of students to various locations around Cardiff, including Cardiff Bay, St Fagans, Barry Island, Castell Coch and the very popular trip to Ikea.

The bus will also be parked at the rear of the SU building alongside the Freshers' Fair queues, where approx 12,000 students visit on a daily basis. Opportunities are extremely limited!

- Side Advert Panels - £1500 + VAT
- Internal branding - £750 + VAT for two floors - Upper deck = 20 panels; lower deck = 18 panels



FRESHERS' WEBSITE BANNER

Between August and September our website, cardiffstudents.com is flooded with new students keen for information on our Freshers' week and their new University.

Generating an average of over 337,918 views each month and 25,523 unique visits per month. Our banner adverts are highly visible, trackable and link directly to your website, making this time of year perfect for your company to engage with Cardiff University's students.

- August: £1000.00 + VAT.
- September: £1200.00 + VAT.
- August and September: £2000.00 + VAT.

FRESHERS' GAIR RHYDD

Gair Rhydd is a free weekly award winning student newspaper, which is delivered to over 70 locations around Cardiff.

- Full page: £850 + VAT (267mm x 338mm)
- Half page: £500 + VAT (267mm x 169mm)
- Quarter Page: £300 + VAT (133mm x 169mm)

FRESHERS' FAIRS 2019

Get your company noticed! A stall at Freshers' fair gives you the chance to exhibit, demonstrate and promote your products and services to thousands of enthusiastic and engaged students.

Places are limited, so it is advisable to book early to avoid disappointment.

- Standard Stall – £850.00 + VAT
- Premium Stall – £1100 + VAT
- Heath Fair (Wednesday 25th September 2019) – £350 + VAT

Price includes; stand, one table and two chairs, electricity points are limited and Supplied on a first come first served basis.

Be a headline sponsor of Cardiff University Freshers' Fair. Contact: susales@cardiff.ac.uk for details



JOBS FAIR - 26 SEPTEMBER 2019

Following the success of last year's event, Cardiff University Students' Union will be hosting a Jobs Fair 2019

An opportunity for companies who are seeking to recruit part-time or temporary student staff, whilst enabling them to earn as they learn. Gaining valuable work experience and developing their CV.

If you are looking for a complete temporary student recruitment service contact.

Email: jobshop@cardiff.ac.uk

Tel: 02920 782535

Looking for all year round opportunities?

Don't hesitate to email or call us! We have an extensive Media Pack which advises of the opportunities to reach out to our student market.

For bookings and enquiries contact:

Email: susales@cardiff.ac.uk

Tel: 02920 781403

*freshers' week advertising is subject to availability

