

Coventry University Students' Union Media Pack



The guide to advertising to students in Coventry

Do you want to enhance your business by reaching students in Coventry? Coventry University Students' Union can help you to deliver your message!

- 1 There are more than 21,000 students studying at Coventry University including over 2,000 international students from more than 100 countries.
- 2 The brand new student building 'The Hub' will be opening in September 2011 and will house the Students' Union, bar venue, shops, restaurants and social space.
- 3 Our campus has a footprint of over one quarter of the city centre including many halls of residence.

Freshers' Fortnight 2011

Freshers' Fortnight will run from Monday 26th September until Friday 7th October and is when new students arrive in Coventry. It offers many promotional opportunities and is very popular every year with many local and national companies, book early to avoid disappointment!

Freshers' Fair

The Freshers' Fair will be held on Monday 26th and Tuesday 27th September. Book a stall to meet face to face with your customers and make a lasting impression!

Premium pricing applies for licensed premises.

One Day Freshers' Fair £400 Local rate	Two Day Freshers' Fair £600 Local rate	One Day Freshers' Fair £600 National rate	Two Day Freshers' Fair £850 National rate
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Student mailings

Including your flyer in our mailing sent to 4000 new students and 8000 returning students is a fantastic way to target them before they arrive in Coventry. Prices are based on inserts up to A5 size and 12grams, for larger items please ask for a quote.

Freshers' mailing £800	Returners mailing £1,800	Advert on outside of mailing packaging £1,000
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Academic wall planner

The Wallplanner includes all of the University and Students' Union key dates for the whole year. It is popular with students and clients alike, 7000 copies are printed and distributed throughout Freshers' Fortnight.

Standard planner advert (70x70mm) = £300	Large planner advert (70x100mm) = £450
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Freshers' Student Guide

The Student Guide is essential reading for every new student, 8,000 copies are printed and distributed throughout Freshers' Fortnight.

**Full page
advert = £400**

**Half page
advert = £250**

**Inside cover
or back = £700**

Mobile application

Mobile advertising has become increasingly popular and CUSU launched its first iphone app last year, advertise in the business directory and put your business at the fingertips of students.

Business directory listing = £50

The Source newspaper

The Source newspaper is the only free student publication available on campus and includes music, lifestyle, sport and news. Reach a captive audience through advertising in this 16 page monthly publication or the 24 page Freshers' edition. The Source is distributed to 4,000 students across campus and is also available online at www.cusu.org.

16 page monthly edition

Banner (265 x 50mm) = £250
Full page (265 x 370mm) = £600
1/2 page (265 x 185mm) = £400
1/4 page (132.5 x 185mm) = £200
Inserts in 4000 copies = £500

24 page Freshers' edition

Banner (265 x 50mm) = £300
Full page (265 x 370mm) = £650
1/2 page (265 x 185mm) = £450
1/4 page (132.5 x 185mm) = £250
Inserts in 4000 copies = £550

Stalls, Posters and Flyers

Having a stall is the perfect way to promote your business face to face with students. Stalls are based in a high footfall area in the Hub, at the heart of the campus.

Market Stall = £50

Promotional Stall = £300

A4 poster per week = £4
A3 poster per week = £5
50 A3 posters per month = £170

Flyers per 1000 = £170
Flyers per 1000 during Freshers' Week = £250

E-newsletter

We send a monthly email newsletter with the latest Students' Union news, events and competitions to over 3,000 students who have 'opted in' to receive our emails.

E-newsletter = £250

Online Media

Our web site provides information on Students' Union services and events. It offers an online job shop and shop and is used by students for ticket sales, sports memberships and more. Our web site is a primary point of contact for both potential and current students so your advert has extra pulling power!

**Top news story
on home page
24 hours = £100**

**Banner one
month = £100
(468 x 60 pix)**

**Banner one
year = £700
(468 x 60 pix)**

Plasma screens

There are 8 plasma screens situated in our bar and venue and 4 screens in our Graduate centre, advertising on these is a great way to catch people's eye whilst they are socialising with friends or taking a break from their studies in the Graduate centre.

**Half screen per
month = £300**

**Full screen per
month = £500**

**Half and full
screen = £650**

The Job Shop

Our online job shop www.cusu.org/jobshop is perfect way to advertise your part timer casual and short notice vacancy to students from just £15.

2 weeks = £15

1 month = £30

3 months = £100

Sponsorship

There are a range of sponsorship opportunities available, ranging from t-shirts, minibuses to annual events such as Varsity Day and the Summer Ball. Please contact us to find out more.

How to book

- Complete the booking form and send it back to Coventry University Students' Union, Priory Street, Coventry, CV1 5FJ
- All advertising prices are exclusive of VAT. Freshers' stalls and Students' Union stalls are exempt from VAT.
- No other company has the right to advertise on campus at Coventry University Students' Union.

Coventry University Students' Union, Priory Street, Coventry, CV1 5FJ
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