

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!

Freshers' Week 2010

Freshers' Week runs from September 27th - October 1st 2010 and is when our 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

Over 4,000 students, over two days are guided through our one-way system so will be guaranteed to pass your stall. The Freshers' Fair this year will be held on September 27th and 28th. Why not book a stall and meet your customers face to face to make a lasting impression? Premium pricing applies for licensed premises.

One day Freshers' Fair (local rate) = £400
Two days Freshers' Fair (local rate) = £600
One day Freshers' Fair (national rate) = £500
Two days Freshers' Fair (national rate) = £750

Student mailings

If you want to target students before they arrive in Coventry we produce a mailing which is sent to approximately 4,000 new students and over 8,000 returning students. You can include your companies' flyer inside this mailing. This is a fantastic way to reach students before they arrive in the city. Prices are based on inserts up to A5 size and 12 grams, for larger items please ask.

Freshers' mailings = £600
Returners' mailing = £1,800
Advert on outside of mailing packaging = £800

Academic wall planner

The wall planner is popular with students and clients alike. 7,000 copies are printed and the planner includes all of the University's and Students' Union's important dates for the whole year.

Large planner advert (70 x 100mm) = £350
Standard planner advert (70 x 70mm) = £200

Student guide

Our A5 sized student guide is essential reading for every Fresher and is kept by students throughout the academic year. 8,000 copies are distributed throughout Freshers' Week and you could advertise your business inside.

Full page advert (148 x 210mm) = £400
Half page advert (148 x 105mm) = £250
Inside front or back cover (148 x 210mm) = £600



Value packages

The essential Freshers' package local rate = £650

Large academic wall planner advert/large student guide advert

The premium Freshers' package

Local rate = £1,215/National rate = £1,350

Two days Freshers' Fair/large academic wall planner advert and large student guide advert

The ultimate Freshers' package

Local rate = £3,375/National rate = £3,510

Two days Freshers' Fair stall/flyer in Freshers' and returners mailings/large wall planner advert and large student guide advert

'The Source' newspaper

Reach a captive audience through 'The Source' newspaper. The only free student publication available on campus, published each month during term time. Your advert could be included in this 24 page colour publication which includes music, lifestyle, sport and news. The Source is distributed to 4,000 students across campus and is also available online.

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 of 'The Source' = £500

On campus promotion

Flyer and poster distribution is a great way to target students. We have a dedicated promotion team who can distribute your flyers face to face or display posters in key positions on campus. Your publicity materials can be distributed across all teaching sites as well as in University accommodation and the Students' Union buildings. You could also display your message on a banner inside or outside one of our buildings or have a permanent display.

A4 poster per week = £4

A3 poster per week = £5

50 A3 posters per month = £150

Permanent display per month from £150

Flyers per thousand = £150

Flyers per thousand Freshers' Week = £200



Stalls

Get face to face with Coventry students by setting up a stall at the heart of campus in one of the Students' Union buildings. Companies such as Apple, Endsleigh and Village Hotels have built a relationship with our students in this way and you can do the same to promote your business. The stalls are available in our FiftyFour venue which houses our bar and food outlets or the Students' Union building in Priory Street which has a coffee bar, retail shop, job shop, cyber café and offices.

Stall (local rate) = £30
Stall (national rate) = £250 per day

E-newsletter

We send an emailed newsletter once a month to over 5,000 students and your advert could have a high visibility position in this including contact information and a hyperlink if appropriate.

E-newsletter = £200

Plasma screens

We have plasma screens situated in our two bars and club, and the University Graduate Centre. This is an easy way of catching people's eye whilst they are in the bar socialising or taking a break from their studies in the Graduate Centre.

Plasma screens per month = £100

Online media

Our website www.cusu.org is a primary point of contact and information for both potential and current students and staff, so your advert has extra pulling power! The website is used for voting and as an online community with an interactive forum for Coventry University students.

Top news story - 24 hours = £100
Banner one month (468 x 60 pix) = £100
Banner four months (468 x 60 pix) = £300
Banner one year (468 x 60 pix) = £700
Lozenges one year (170 x 47 pix) = £2,000

Sponsorship

The opportunities for sponsorship range from t-shirts to minibuses, annual events such as Varsity Day and the Summer Ball to regular club nights. Please contact us to find out more about individual sponsorship opportunities for your business.

How to book

- Read the terms and conditions and complete the booking form and send the completed form and payment to CUSU. (Please note advertising will only be published once payment has cleared).
- 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.
- Be sure that your advertising is distributed through the correct channels.
- If you require artwork for any advertising booked with CUSU we have a professional qualified Graphic Designer who can design your advert, £50 per job.

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