Gain access to an engaged customer base through a trusted organisation.

Coventry is a vibrant city and UK City of Culture 2021. Based in the heart of the city, Coventry University has been the country’s **top modern university** (Guardian University Guide 2013-2019), and ranked in the top 15 universities in the UK for the last 5 years (Guardian University Guide 2020). Collectively, our students spend over **£150 million each year in Coventry**.

CUSU is in the unique position of being the best placed organisation within Coventry University to **speak to the entire student community**. With our unrivalled student exposure, we are able to highlight your business and provide a direct connection. We are a charity dedicated to improving the lives of students studying at Coventry University and we’re run by students for students. By working with us you are helping to support our students throughout their time at university, keeping Coventry University at the forefront of student experience.

**Why partner with us?**

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**CONTACT DETAILS**

@ commercial.su@coventry.ac.uk  |  07308 234437  |  cusu.org/advertise
More than **34,000 students** across the Coventry University Group.

**ADDITIONAL INFORMATION**

- **Diversity**: BAME students make up more than 50% of our membership.
- **Work & Volunteering**: 63% of our students work 10 or more hours a week, 60% also volunteer 3+ hours a week.
Bypass the spam folder and target a segment with significant spending power.

Digital marketing through CUSU is a great way to increase awareness of your business to our students and drive traffic to your website. A tried and tested channel, email delivers a demonstrable ROI and can form a valuable part of your marketing strategy.

To get the maximum impact when planning your digital campaign, you can combine digital channels. For example, the awareness of a web banner alongside a sponsored article to deliver information; or the power of a targeted email in combination with wider reaching social posts to drive engagement and interaction.
WEEKLY ALL STUDENT EMAIL AD BANNER

Peak* - £800 per email
Off peak - £500 per email

As the only email channel that can directly reach over 25,000 Coventry University students, a banner in our weekly all student email is a cost-effective way of reaching out to all our students.

The typical open rate is 35%. During Welcome Week, the typical open rate is 50%.

Technical dimensions: 600px x 250px
Content requirements: up to 25 words and link to URL

*Peak Times - Sep, Oct, March

PROMOTIONAL HTML EMAIL (SOLUS)

£350 per email

Promotional solus emails are a great way to engage directly with our opted-in students. Communicate your message in a measurable way to over 4,000 students opted into direct marketing communications.

Mailing list split by year group: 40% 50% 10%

The typical open rate is 29%.

Technical requirements: If using a banner image it should be 600px x 300px
For supplied HTML the width should also be 600px but height can be anything (within reason).
WEBSITE AD BANNER

Peak* - £500 per month
Off-Peak - £350 per month

The central hub for the latest news, events and society information, our website attracts over 25,000 users every month during term time.

Average of 210k page views per month across the site (300k per month during term time).

A promotional banner on the homepage of the only official Coventry University Students’ Union website (cusu.org), is an effective way to draw attention and build brand awareness. Situated on the homepage, it will be one of the first things students see when they go online.

Technical specifications: 728px x 90px

*Peak Times - Sep, Oct, March

SOCIAL MEDIA

Peak* - One post £150, Five posts £500 (Facebook, Twitter, Instagram)
Off peak - One post £75, Five posts £300 (Facebook, Twitter, Instagram)

Increase the exposure of your brand via our social media channels which form an important part in the daily lives of our students.

Our following continues to grow year on year.

Our social media pages have over:

23,000
8,000

*Further increase the effectiveness of your post by sending these at peak times - Sep, Oct, March

CONTACT DETAILS

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07308 234437
SPONSORED NEWS ARTICLE

£300 per week on website
Article shared on Facebook or Twitter - £50

Need help in writing some content?
We have professional copywriters that can help you write your article. £50 per hour

Technical Dimensions: 480px x 270 px

Key tips:
Ensure it is punchy and easily digestible (broken down into bite size chunks).

Provide a maximum of 500 words (although less is often more), and ideally have at least a couple of images at a decent resolution.

N.B. There is a limit of one sponsored news article per week
ENGAGE FACE-TO-FACE

Situated in a vibrant city centre location, The Hub provides a central point for mass student engagement.
PROMOTIONAL STALLS

Our stalls are a great way to interact directly with our students. They are suitable for a wide range of activities including handing out promotional materials, running competitions, performing market research and sign-ups. Contact us to discuss ideas and how we can help bring your one-to-one engagement to life.

**Indoor - £300 per day**  
**Outdoor - £800 per day**

Discounts on our standard rates are available to local independent businesses. Please contact us to discuss your requirements.

**ADDITIONAL OPTIONS**

- Wi-Fi - **£50 per day**
- Power - **£75 per day**
- What’s On guide sponsored listing - **£100 per event**
- Stall Staff - **£14 per hour**

FLYERING/SAMPLING

**£300 per day**

An opportunity to get your product or information into the hands of our students, engaging with them in The Hub.

**ADDITIONAL EXTRAS**

**£14 per hour** for use of SU staff to distribute

FAIRS

In addition to our Welcome Festivals, The Hub hosts a number of themed fairs throughout the year, including our Housing Fair. We will be hosting a number of other events during the year so please contact us for further information.
AO POSTERS
Advertise in our A-frames situated in the SU reception area.
£30 per week

LEAFLETS ON SU RECEPTION
£50 per month

CONTACT DETAILS
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cusu.org/advertise
07308 234437
Your opportunity to engage with students, staff and the wider community. Get your brand across all event publicity with the option to have a presence at the event. We have a number of events and awards throughout the year including:

**STUDENT FOCUSED EVENTS**
- Varsity
- Sports ball
- CUSU Awards
- Sports teams
- Societies
- Black History Month
- One World Week
- Volunteering Week

**CITY-WIDE EVENTS**
- Coventry Festival of Running
- Coventry Comedy Festival

The best results are always achieved in partnership. We can work with you throughout the year to create a bespoke package that works for your unique requirements.
THANK YOU!