



MEDIA PACK

WELCOME WEEK
PROMOTIONAL MEDIA
DIGITAL MEDIA



WELCOME WEEK



Student Union Guide

Our Student Union Guide is the main source of information for students at the start of the academic year. Students read this to find out more about the University, CUSU and what Coventry has to offer. Our guide also provides essential info about student living and services. Copies are distributed throughout campus and are available at reception all year round. This is perfect for positioning your business as a trustworthy student-friendly choice.

Half Page £300 Full Page £500 Prime Position £800

Wall Planner

Every year we distribute our wall planner which contains key academic dates and info, making them popular amongst students who display them year-round in their rooms. This is a great opportunity for effective annual exposure.

Standard Advert Size 100h x 70w mm £450

Welcome Week

Welcome Week is the biggest event of the year at Coventry University. We see over 5,000 students attend each day from all study years. We particularly encourage first year students to come along so they can get to see the sports, societies and services we offer as well as the local and national businesses we work with. This is your chance to make the first impression to students who are new to the city.

Indoors Stall - Charity £325

Indoors Stall - Local £650

Indoors Stall - National 850

Premium Outdoor Space £1500

Standard Add-Ons

Wi-Fi £50

Power £75

Additional opportunities to maximise your exposure and provide assistance are available throughout Welcome Week. Please enquire for more details.

Welcome Week Goody Bag Inserts

During Welcome Week we hand out around 5,000 goody bags to our students containing freebies, flyers and useful items.

Flyers £250 per 1000

Samples £500 per 1000

PROMOTIONAL MEDIA



Year-Round Opportunities

Stalls

A promotional stall on campus is a great way to interact directly with our students. They are suitable for a variety of activities including handing out promotional materials, running competitions and performing market research.

Indoor/Outdoor

Charity £50 per day Local 100 per day National £300 per day

Premium £850 per day

Fairs

Throughout the year we host a variety of themed fairs including our Refreshers event, Housing Fair and Farmers Market. We will also be hosting other themed fairs throughout the year so please feel free to contact us for more information.

Posters

Our posters are located in key areas throughout our campus. Attract the attention of students every day with your latest offering.

1 x A3 per week £10

1 x A0 double-sided poster board per week £30

Flyering

Get your promotional materials in the hands of a diverse range of students across campus. We have our own staff available to make this easier for you. Your flyers will be distributed to receptions and other locations.

Across campus £200

Voucher Booklet

Each term we will be printing and distributing a booklet full of exclusive vouchers to our students. Stand out from your competition and get students shopping with your business by featuring in this booklet.

Local business £50 per voucher

National business £100 per voucher

DIGITAL MEDIA



Emails

Email marketing is perfect for increasing awareness of your business and driving traffic to your website.

Promotional html email to our opted-in mailing list £350

Ad banner in our all student email £500

Social Media

Target students on the main channels they use daily. Facebook and Twitter are two platforms which allow for a variety of engaging posts including polls, images, links and videos.

One post (Facebook or Twitter) £75

Five posts (Facebook or Twitter) £300

Website

Through our website we display the latest events and important information, sell merchandise and host a platform for students in sports and societies.

Homepage Ad - per month £350 per term £700 per year £1500

Sponsored News Article

Do you have an event, new product/service or something you want to shout about? Gain credibility and trust by using a sponsored news article to get the word out there to our students. This news article will be featured on our website's home page in a static position at the top of our 'What's New' section for a fixed period of time. The article itself can include images and links to your website and social media channels which is perfect for building up your backlinks and directing users to your business.

per day £100 per week £300 per month £500

Article shared on Facebook or Twitter £50

Contact US

If you would like to make an enquiry or request more information, please get in touch:

Email: commercial.su@coventry.ac.uk

Terms & Conditions

All costs are subject to VAT (apart from promotional stalls which are tax exempt).

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