

TH1RT3EN

— MEDIA —

US UNIVERSITY OF SALFORD
SU STUDENTS' UNION
Love your life at Salford

MEDIA PACK

2018 / 19



Th1rt3en Media is a trading subsidiary of the University of Manchester Students' Union.

1NTRO

WHY SALFORD

Work in partnership with the Students' Union and get access to over 20,000 students! From direct marketing opportunities to tailor made campaigns, we are experts in supporting brands communicate and engage with our diverse student members.

With years of credible experience working in tandem with hundreds of partners, we support you in getting your message to the right audience. From onsite activity to online opportunities we have a vast array of options for you to achieve your aims.

Want to adapt a booking? We work flexibly to tailor bespoke campaigns across our variety of channels to meet your specific requirements.

HOW WE WORK

The University of Salford Students' Union is the membership organisation representing all students at Salford. We are a registered charity and reinvest every penny of our income back into the student experience. We exist to serve students and inspire them to lead their development.

We work alongside Thirteen Media who offer a truly unique experience, they harness both the values of Students' Unions and the needs of brands to offer a quality personal service.

CHARITY, LOCAL OR START UP

We support charitable organisations, local businesses and new entrepreneurs. We charge a reduced fee for charities and accept requests on a case-by-case basis, so please contact our media sales partner Thirteen Media to see how we can create a bespoke campaign just for you.





Domino's

**BUY ONE
GET ONE
FREE**

(Medium and Large Pizzas Only)

EVERY

**SINGLE DAY
JUST FOR
STUDENTS**

Domino's

Domino's

Domino's

Domino's

Domino's

EBMX

FACE TO FACE

INDOOR STANDS

We have two options for bookable spaces within our Students' Union building, these spots are perfect for face to face promotions:

The Lounge, Atmosphere Kitchen & Bar - The Union bar is the only bar on campus with an average footfall of 1,000 students a day.

Reach: 1,000 / £250 / 3m x 2m

Foyer - access in and out of the building, during term time an average footfall of 2,000 students a day pass through this space.

Reach: 2,000 / £350.00 / 3m x 2m

OUTDOOR SPACE

Prime location just down the broadwalk from the Students' Union building, this site is a central point to four University buildings, including the University Library. This space is located on a main route for students to pass through and reach two accommodation sites. On an average term day there would be footfall of 5,000 plus students passing this space.

Whether it's a small stand to distribute flyers or a large set up with interactive activities, we can facilitate you coming onsite for some essential face to face engagement.

Reach: 5,000 / £500

All prices subject to VAT at the current rate



DISTRIBUTION

Get your message directly into students' hands with a Distribution Campaign. This is also a great opportunity to get out and about on campus and engage directly to your target market.

Can't make it to campus? No problem - our friendly and reliable student staff can undertake this on your behalf.

£400.00 STUDENT STAFFED

£300.00 CLIENT STAFFED

POSTERS

Official and high quality boards and plenty of high impact wall space available. A cost effective way to make a strong visual impact.

We'll add your posters to areas of high footfall within the Students' Union and across campus.

A4 £20.00 PER WEEK / MIN 10

A3 £40.00 PER WEEK / MIN 5

A2 £50.00 PER WEEK / MIN 5

A1 £60.00 PER WEEK / MIN 3

A0 £80.00 PER WEEK / MIN 3

All prices subject to VAT at the current rate



DIGITAL ADVERTISING

SOLUS EMAIL

The perfect opportunity to engage with 5,000 students direct to their inbox. This makes up 25% of students at Salford, all who have opted in to receive emails. Sent via the Students' Union's account, these emails have the credibility to ensure open rates are high.

£500 PER SEND

WEB BANNER

Our website is core to the Union's digital presence, a central point of information and a channel to measure student engagement. Used regularly by students to get the latest Union news, information and event tickets. Each month we average 50,000 unique page views at salfordstudents.com, making our website the ideal platform to advertise and have unlimited, 24-hour access to over 20,000 students.

£300 TWO WEEKS SEPT & OCT

£500 PER MONTH SEPT & OCT

£350 PER MONTH NOV – JUL

DIGITAL SCREENS

Our digital screens are located in the Union Bar which is the only bar on campus and with an average footfall of 1,000 students a day. This is an ideal opportunity to engage students and raise key brand/message awareness. The screens are landscape and can accommodate both still and animated artwork.

£200 PER WEEK / ALL SCREENS

Screen dimensions: 4096px x 2160px, 72dpi. Artwork should be supplied in jpg format.

All prices subject to VAT at the current rate





DIGITAL ADVERTISING

SOCIAL MEDIA

Arguably the most effective method to reach our student membership, through our three engaged social media channels – Facebook; Twitter and Instagram. This is the first step to starting relationships and building strong brand loyalty, from promoting your messages to driving traffic to your website, utilise our social media channels as a key resource.

Our social media audience is as follows:

Facebook - almost 13,000

£150 / 1 x Facebook post

Twitter - 10,000

£100 / 1 x Twitter post

Instagram - over 2,000

£50 / 1 x post

£100 / 3 x posts

Package

£200 / 1 x Facebook & 1 x Twitter post

SPONSORSHIP

Throughout the year we host large events which are ideal opportunities to connect with students at some of their most memorable moments. From Atmosfear, our Halloween event in October, to Varsity in March and Annual Awards in April we engage all 20,000+ students with onsite information, social posts and print collateral.

Get in touch to find out how we can tailor a bespoke sponsorship package for you.

All prices subject to VAT at the current rate



thirteenmedia.co.uk

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