

STUDENTS' UNION

UNIVERSITY FOR THE CREATIVE ARTS

MEDIA PACK 2017-18



UCASU.COM/ADVERTISE

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CONTACT

ANDY SQUIRE

asquire.su@uca.ac.uk
01252 89 26 29
07766 20 40 49

UCA Students' Union
Falkner Road
Farnham
Surrey
GU9 7DS

TO BOOK:

**UCASU.COM/
ADVERTISE**

6,000 STUDENTS

110 COURSES

2 NATIONAL AWARDS

1 STUDENTS' UNION

We create unique communities of artists, designers, makers, writers and creatives across our campuses in **Farnham, Epsom, Rochester and Canterbury**.

We help students have a great time at **University for the Creative Arts**, by offering clubs and societies, providing support and advice, running events, and providing volunteering opportunities.

The creative industries are worth £10 million per hour* to the UK economy, and every penny you spend with us will be reinvested into improving the learning experience of students who will join this sector.

NUS SMALL & SPECIALIST STUDENTS' UNION OF THE YEAR
NUS DISABLED STUDENTS HIGHER EDUCATION UNION OF THE YEAR

*<https://www.gov.uk/government/news/creative-industries-worth-almost-10-million-an-hour-to-economy>

FRESHERS' FAIRS

This is the start of a new year at university, and thousands of excited students are ready to be introduced to your business.

Our Freshers' Fairs are the perfect opportunity to meet new and returning students face-to-face; a market responsible for an average spend of £13,000 per person every year.*

FARNHAM

TUESDAY 12 SEPTEMBER

2,200 students

NATIONAL BUSINESS: £210

LOCAL BUSINESS: £145

CHARITY: £60

CANTERBURY

WEDNESDAY 13 SEPTEMBER

1,000 students

NATIONAL BUSINESS: £120

LOCAL BUSINESS: £110

CHARITY: £45

ALL CAMPUSES

TUESDAY 12 - FRIDAY 15 SEPTEMBER

6,400 students

NATIONAL BUSINESS: £550

LOCAL BUSINESS: £350

CHARITY: £150

EPSOM

WEDNESDAY 13 SEPTEMBER

1,700 students

NATIONAL BUSINESS: £170

LOCAL BUSINESS: £120

CHARITY: £50

ROCHESTER

FRIDAY 15 SEPTEMBER

1,500 students

NATIONAL BUSINESS: £160

LOCAL BUSINESS: £110

CHARITY: £45

LEAFLET HAND-OUT ONLY

This is purely handing out leaflets on a campus chosen by you with no table or additional space.

FLAT RATE: £25

Freshers' Fairs are not liable to VAT.

PARTNERSHIPS

We produce a variety of printed materials and promotional items every year. Sponsor these projects and secure a premium spot in front of thousands of eyes!

CAMPUS MAPS (A3)

Your artwork could be on the maps that are distributed to students trying to find their way around campus.

ADVERT: £175 (50x297mm)

EXCLUSIVE SPONSORSHIP: £500 (A3 ad on back and 50x297mm ad on front)

WALL YEAR PLANNER (A1 LANDSCAPE)

Placed inside university accommodation and handed out to all students to help plan their studies and social activities.

EXCLUSIVE SPONSORSHIP: £500 (50mm thick frame around A1-sized poster)

WELCOME BAG

Welcome bags are distributed at Freshers' Fair and used all year round. Get your brand organic exposure as students use the bag around campus and town.

LOGO ON BAG: £300 (50x110mm)

FLYER INSERT: £150 (A5, single or double sided)

SAMPLE INSERT: £225 (Up to the size and volume of a 30g bag of crisps)

WELCOME GUIDE (A5 PORTRAIT)

Our Welcome Guide is circulated throughout the first week of term and is packed full of information. Place your advert inside this must-have guide to life at UCA.

BACK COVER: £400

INSIDE BACK COVER: £250

FULL PAGE AD: £200

FRESHERS' CREW T-SHIRT

Our Freshers' Crew help new students move into accommodation, assist during events, and offer tips about life on campus, all while wearing a branded t-shirt.

EXCLUSIVE SPONSORSHIP: £500 (75x300mm space for logo)

SOCIAL MEDIA

Our engagement with students via social media is at an all-time high, and more people follow our work than ever before. In fact, per capita we have a higher proportion of students following us on social media than seven of the 10 biggest students' unions in the country. Advertise through our social channels and have your message placed in our students' timelines.

8,500
LIKES ON OUR
FACEBOOK PAGES

5,500
MEMBERS OF OUR
CAMPUS GROUPS

7.1M+
PEOPLE WE CAN
ADVERTISE TO

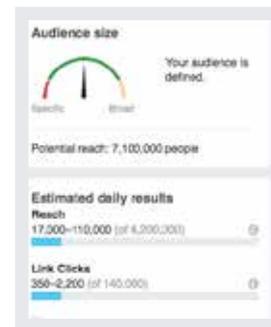
POST OR SHARE FROM UCASU SOCIAL ACCOUNT

Using our extended network and Facebook's advertising platform, we can help you quickly reach an audience of up to 7.1 million people.

1-2 POSTS: £50 EACH

3-5 POSTS: £25 EACH

Maximum of one post per day. This will appear on all channels unless requested otherwise, and will be marked as sponsored.



Screenshot from Facebook's advertising reach calculator

ACCESS TO FACEBOOK CAMPUS GROUPS

Our campus groups are hives of chat and activity as students talk about the latest hot topics, ask for favours, and keep up to date with things happening on campus. Your message could be part of that discussion.

FARNHAM (AUDIENCE OF OVER 3,000)	£300 per year
EPSOM (AUDIENCE OF OVER 1,400)	£150 per year
ROCHESTER (AUDIENCE OF OVER 1,000)	£100 per year
CANTERBURY (AUDIENCE OF OVER 700)	£75 per year

UCASU.COM/ADVERTISE

EVENTS

FRESHERS

This year we'll sell 1,000 Freshers Wristbands to new and returning students, ensuring them access to our entire programme of events and activities. An additional 1,500 students will attend individual events run by us or our partners, ranging from daytime experiences to late-night entertainment. Freshers is the most exciting time of the academic year, and the very best opportunity to have your brand associated with such a positive experience.

ALL CAMPUSES	£3,500 <i>(Includes name on all freshers' wristbands).</i>
FARNHAM	£2,000 <i>(Includes name on Farnham freshers' wristband).</i>
EPSOM	£1,000 <i>(Includes name on Epsom freshers' wristband).</i>
ROCHESTER	£800 <i>(Includes name on Rochester freshers' wristband).</i>
CANTERBURY	£600 <i>(Includes name on Canterbury freshers' wristband).</i>

Prices include a Freshers' Fair stand at the campus(es) you sponsor and your name on items promoting Freshers events and the major position on the Town Tour t-shirt.

YEAR ROUND

Designed to provide maximum exposure for your campaign, event sponsorship is a great way to leave a positive impression in students' minds. All sponsorship packages include your name/logo on all printed promotion, social media posts, digital advertisements, and collateral for the duration of the agreement.

WEEKNIGHT	FROM £150
FRIDAY/WEEKEND	FROM £200

This is currently only available in Farnham and Canterbury.

ONLINE ADVERTISING

The UCA Students' Union website (ucasu.com) is the ultimate destination for students engaging with life on campus, and receives over 9,000 unique page views every month.

It's the place students go to join clubs, vote, get support, buy tickets, and everything else to do with their life at university. We don't use advertising servers, so we get around any adblocking software, ensuring your ad will be placed in front of 100% of visitors to the page you're advertising on.

16,000+
PAGE VIEWS
PER MONTH

2,000+
UNIQUE VISITORS
PER MONTH

91%
VISIT MORE THAN
ONE PAGE



[UCASU.COM/ADVERTISE](https://ucasu.com/advertise)

MASSIVE BOX (ROTATING) 1200x490PX

1-3 WEEKS	£75 per week
1 MONTH	£250
2 MONTHS	£350
1 SEMESTER (3 months)	£400
2 SEMESTERS (6 months)	£500
ACADEMIC YEAR	£650

BIG BOX 720x220PX

1 WEEK	£50
2 WEEKS	£75
3 WEEKS	£100
1 MONTH	£120
2 MONTHS	£200
1 SEMESTER (3 months)	£250
2 SEMESTERS (6 months)	£350
ACADEMIC YEAR	£500

MINI BOX 330x220PX

1-3 WEEKS	£30 per week
1 MONTH	£100
2 MONTHS	£150
1 SEMESTER (3 months)	£200
2 SEMESTERS (6 months)	£300
ACADEMIC YEAR	£400

POP-UPS

Get maximum attention through a pop-up box placed on our homepage or internal page. Use your pop-up to collect contact information, or link directly to a page on your website.

HOME PAGE

1-7 DAYS £25 per day

9-14 DAYS £15 per day

INTERNAL PAGE

1-10 DAYS £15 per day

11-20 DAYS £10 per day

21-30 DAYS £5 per day



Stay in the know!
Subscribe to our newsletter to get the latest news and discounts in your inbox. Subscribe now and you'll receive a 10% discount code.

Email Address

First Name

Last Name

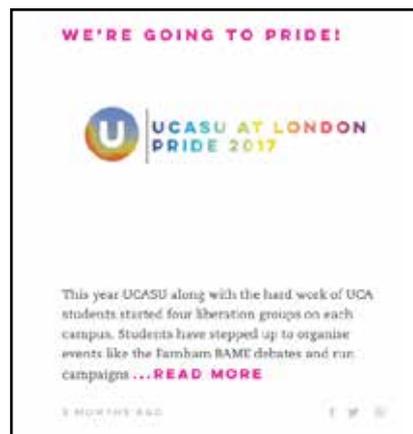
BLOG POSTS

Publish an advertorial to our site to promote your services or products. This will immediately appear on our home page and shared to our social media accounts.

1-2 POSTS £250 each

THIRD POST ONWARDS £100 each

UCA Students' Unions reserves the right to refuse or edit content which it deems inappropriate to be associated with. Refused content will result in a refund, and edited content will only be posted once approved by both UCA Students' Union and the advertiser. Posts will be marked as sponsored.



MARKET STALLS

Have a presence all day to promote your business, or sell things directly to students. *25% discount available for sole traders.*

FARNHAM	£100
EPSOM	£100
ROCHESTER	£80
CANTERBURY	£50

CLUB & SOCIETY SPONSORSHIP

We have over 50 clubs and societies, covering a wide range of interests. Activities range from competitive inter-university sports to fitness clubs and interest-based societies.

By sponsoring a club or society, you'll create organic exposure for your business on campus.

TIER 1 **£800** PER YEAR
FARNHAM: rugby, football, netball, basketball
EPSOM: cheerleading **ROCHESTER:** netball

TIER 2 **£250** PER YEAR
 Sport clubs that do not compete with teams from other universities, such as: fencing, yoga, pole fitness.

TIER 3 **£100** PER YEAR
 Interest-based societies, such as: illustration, photography, gaming.



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