

STUDENTS' UNION

UNIVERSITY FOR THE CREATIVE ARTS

Media Pack | 2019/20



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



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CONTACT

HADLEY KEENAN

hkeenan.su@uca.ac.uk
01252 89 26 30
07780 464 401

UCA Students' Union
Falkner Road
Farnham
Surrey
GU9 7DS

TO BOOK:

**UCASU.COM/
ADVERTISE**

5,900 STUDENTS

120 COURSES

2 NATIONAL AWARDS

1 STUDENTS' UNION

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

We help students have a great time at University for the Creative Arts, by offering extra curricular activities and social events, while providing support and guidance throughout their time here.

We are a registered charity, and every penny you spend with us is reinvested into improving the learning experience of students who are part of a market which spends an average of £13,000 per person every year.*

NUS SMALL & SPECIALIST STUDENTS' UNION OF THE YEAR
NUS DISABLED STUDENTS HIGHER EDUCATION UNION OF THE YEAR
GREEN IMPACT BRONZE AWARD

FRESHERS' FAIRS

The highlight to the start of a new academic year, Freshers is the biggest and best chance you'll have to get your business in front of new and returning students.

Typically attended by over 50% of the campus population, this is your opportunity to build a relationship with students who are at the beginning of their financial lives, forming early spending and brand loyalty habits.

FARNHAM

TUESDAY 24 SEPTEMBER
2,265 students

BUSINESS: £195
CHARITY: £95

CANTERBURY

THURSDAY 26 SEPTEMBER
1,250 students

BUSINESS: £110
CHARITY: £50

ALL CAMPUSES

TUESDAY 24 - FRIDAY 27 SEPTEMBER
5,895 students

BUSINESS: £375
CHARITY: £200

EPSOM

WEDNESDAY 25 SEPTEMBER
1,305 students

BUSINESS: £135
CHARITY: £55

ROCHESTER

FRIDAY 27 SEPTEMBER
1,075 students

BUSINESS: £130
CHARITY: £50

If you'd like a bespoke option, please get in touch:

HADLEY KEENAN
hkeenan.su@uca.ac.uk
01252 89 26 30
07780 464 401

Freshers' Fairs are not liable to VAT. Dates are correct at the time of publication but are liable to change.

*<https://www.experianplc.com/media/news/2015/university-students-to-spend-over-30bn-in-2015/>

UCASU.COM/ADVERTISE

PARTNERSHIPS

If you're looking for even greater brand exposure, we offer partnership opportunities for the things which receive the most attention. These are designed to provide maximum value, and are exclusively one sponsor each.

CAMPUS MAPS (A3)

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

EXCLUSIVE SPONSORSHIP: £500

WALL CALENDAR (A1 LANDSCAPE)

Placed inside university accommodation and handed out to all students to help plan their studies and social activities. Space available is a 50mm frame around A1-sized poster.

EXCLUSIVE SPONSORSHIP: £500 (per campus, contact us for multi-campus)

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
FULL PAGE AD: £200

INSIDE BACK COVER: £250

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.

9,300
LIKES ON OUR
FACEBOOK PAGES

8,000
MEMBERS OF OUR
CAMPUS GROUPS

7.1M+
PEOPLE WE CAN
ADVERTISE TO

IF WE POST YOUR CONTENT...

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: £35 EACH

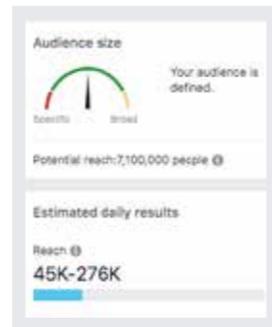
3-5 POSTS: £25 EACH

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

IF YOU POST YOUR CONTENT...

Our campus groups are hives of chat and activity as students talk about the latest hot topics and keep up to date with things happening on campus. Your message could be part of that discussion. You're responsible for the content and frequency of your posts. Terms apply.

FARNHAM (AUDIENCE OF OVER 4,000)	£300
EPSOM (AUDIENCE OF OVER 1,600)	£150
ROCHESTER (AUDIENCE OF OVER 1,200)	£100
CANTERBURY (AUDIENCE OF OVER 1000)	£75



Screenshot from Facebook's advertising reach calculator

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EVENTS & Freshers

FRESHERS SPONSORSHIP

Every year we sell hundreds of wristbands to new and returning students, ensuring them access to our entire programme of events and activities. Over 1,000 further 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.

FARNHAM	UP TO £1,850 (Includes name on Farnham freshers' wristband).
ROCHESTER	UP TO £750 (Includes name on Rochester freshers' wristband).

Prices include a Freshers' Fair stand at the campus(es) you sponsor and your name on items promoting Freshers events.

Sponsorship is currently only available on our Farnham and Rochester campuses. Please get in touch if you're interested in Canterbury or Epsom.



The Faraday sponsoring the 2017 freshers wristband.

YEAR ROUND - FARNHAM

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.

FRIDAY/SATURDAY FROM **£200**



Subway sponsoring 'Big Subberday' at Farnham, April 2018

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

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.

31,300
PAGE VIEWS
PER MONTH

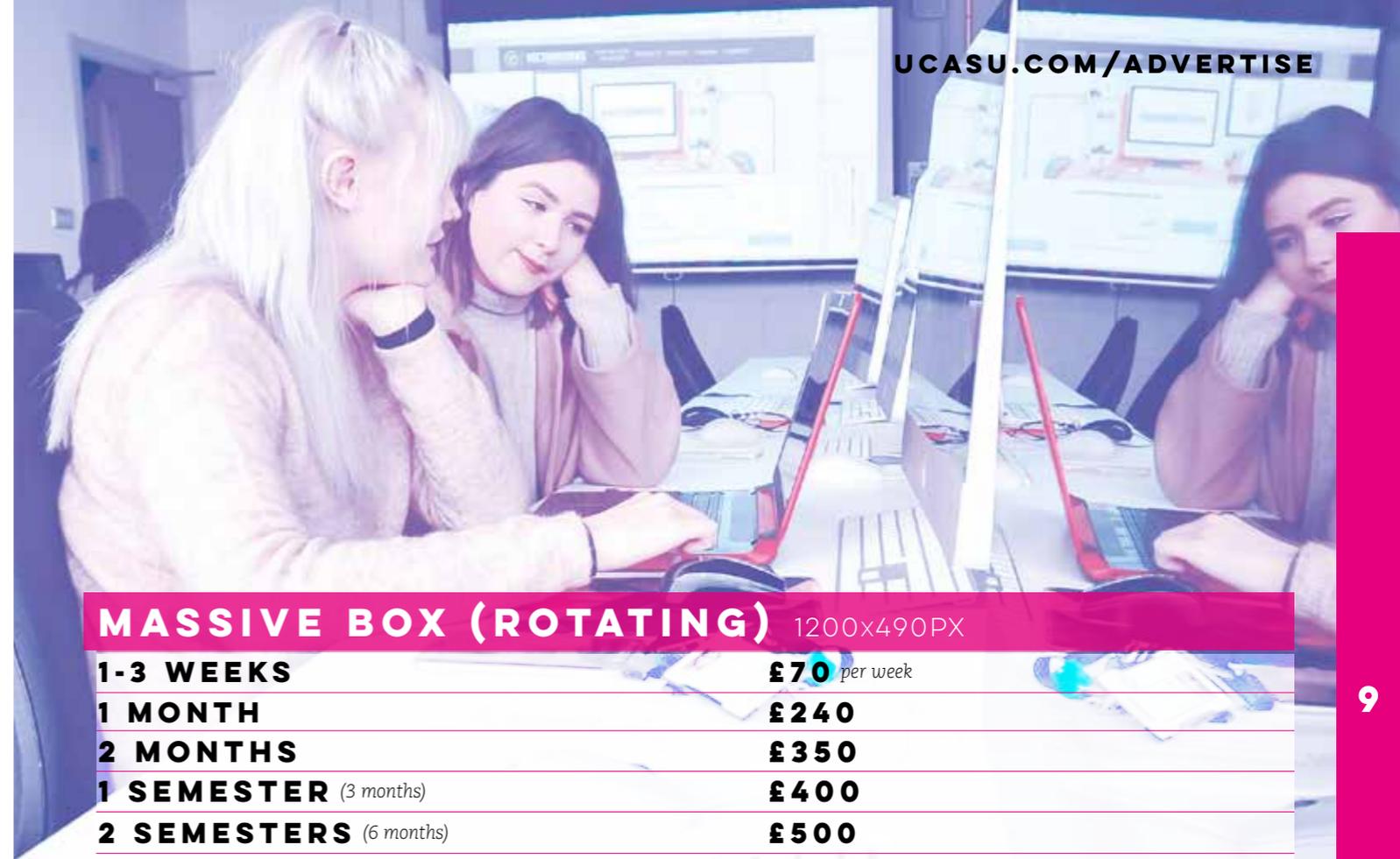
3,300
UNIQUE VISITORS
PER MONTH

91%
VISIT MORE THAN
ONE PAGE



UCASU.COM/ADVERTISE

UCASU.COM/ADVERTISE



MASSIVE BOX (ROTATING) 1200x490PX

1-3 WEEKS	£70 per week
1 MONTH	£240
2 MONTHS	£350
1 SEMESTER (3 months)	£400
2 SEMESTERS (6 months)	£500
ACADEMIC YEAR	£600

BIG BOX 720x220PX

1-3 WEEKS	£40 per week
1 MONTH	£150
2 MONTHS	£200
1 SEMESTER (3 months)	£250
2 SEMESTERS (6 months)	£350
ACADEMIC YEAR	£500

MINI BOX 360x220PX

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 WEEK	£195
2 WEEKS	£250

INTERNAL PAGE

1 WEEK	£95
2 WEEKS	£150

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

Subscribe

ADVERTORIALS

Publish a blog post 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	£125 each
THIRD POST ONWARDS	£50 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.

WE'RE GOING TO PRIDE!



This year UCASU along with the hard work of UCA students started four liberation groups on each campus. Students have stepped up to organise events like the Farnham BAME debates and run campaigns... [READ MORE](#)

5 MONTHS AGO 1.5K

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 and regional competitions 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 FARNHAM: Rugby and Cheer EPSOM: cheerleading	£495 PER YEAR
TIER 2 Sport clubs that do not compete with teams from other universities, such as: fencing, yoga, pole fitness.	£195 PER YEAR
TIER 3 Interest-based societies, such as: illustration, photography, gaming.	£95 PER YEAR



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