Media Pack
2019 - 2020
Introduction to the Media Pack

Are you looking to reach out to the ever-changing, diverse student population and fed of spending excessive amounts of money trying to do so? Then Hertfordshire Students’ Union offers you the opportunity to reach your market at competitive prices.

Hertfordshire Students’ Union gives you access to over 25,000 students at one of the most international university’s in the world. We exist to ensure all students at the University of Hertfordshire are represented and we go above and beyond to guarantee that all students have the best time possible at university, by making them more employable, ensuring they are getting the most out of their studies and enhancing their social experience.

Whether you are looking for more exposure for your product or brand, want to engage the student population or looking to better understand your target market through continued research, we can help you in a variety of innovative and effective ways by creating tailored packages to meet your needs.

Hertfordshire Students’ Union is a not-for-profit organisation – that means that all of the income we generate through media sales and other avenues goes straight back into your day-to-day work, improving the lives of UH students and ensuring that we have the necessary support networks in place to support students to enable them to strive and succeed.
Why advertise with us?

• Students have spending power
• Students are always keen to try something new
• We have access to all students here at the University of Hertfordshire
• The average student spends over £20 a week on going out, alcohol, clothes, shoes and accessories and their hobbies, with only 39% of students having a dedicated budget – meaning students have money to spend.
• The average student spends over £7000 a year, putting the total size of the student market at £20bn a year.

Facts & Figures

• Over 11,000 students attended the Freshers’ Fair in 2018
• Over 264,000 website sessions
• Over 100 promotional stalls at Freshers’ Fair 2018
The opportunities are endless

Here at Hertfordshire Students' Union we offer a range of opportunities to help your brand reach its target market effectively.
Freshers’ 2019/20

Freshers’ Week is our busiest time of the year. Throughout Freshers’ Week there are a whole range of opportunities for you to get involved in.

The annual Students’ Unions Freshers’ Fair is where smart companies get noticed, so be one of them! Our Freshers’ Fair is the definitive highlight of our Freshers’ Fortnight and it’s your chance to meet over 10,000 students, most of whom have moved away from home for the first time, which makes our Freshers’ Fair a great place to make that vital first and lasting impression!

Our prices are designed so that you get the best out of this event. Tailored packages are also available, so make sure you get in touch!

Back into your day-to-day work, improving the lives of UH students and ensuring that we have the necessary support networks in place to support students to enable them to strive and succeed.
Freshers’ Fair 2019

Taking place on Friday 27th September 2019, Freshers’ Fair attracts around 10,000 students throughout the day. With over 100 promotional stalls made up with a variety of small, local, regional, national and multinational organisations and charities, this is the students’ first opportunity to get a feel of student life and the local area.

Based at the University of Hertfordshire’s College Lane campus in marquees, around The Forum Hertfordshire venue and with outdoor stall spaces available, we offer competitive prices for your organisation.

This is the perfect opportunity to reach a vast and diverse range of students at the University who are keen to get involved with new and exciting opportunities.
Price List

Stalls

Registered Charities
A standard stall in the marquee, for registered charitable organisations, consisting of a 6ft x 2ft space with table included £200 + VAT (limited space available)

Standard Stall
Consists of a 6ft x 2ft space with a table included (2 person max) £500 + VAT

Silver Stall
A stall in the marquee consisting of a 6ft x 2ft space with 2 tables included. (4 person max) £800 + VAT

Premium Spaces
A standard stall with an upgrade – you’ll have a prime location inside the marquee £600 + VAT (limited spaces available)

Outdoor Spaces
An outdoor stall puts you out in the middle of the action! (Please note, if you’d like a gazebo, you must provide your own)

1 6ft x 2ft table (2 person max) £900 + VAT
2 6ft x 2ft tables (4 person max) £1200 + VAT (limited spaces available)

Power Supply
Power supplies are included (upon request) in Premium & Outdoor spaces but can be added to any stall for £20
Online Opportunities

Hertfordshire Students’ Union have an increasingly prominent presence on social media, and it is a vital part of how students engage with us before they arrive.

• Over 13,000 Likes on Facebook
• Over 6,700 followers on Twitter
• Over 1,600 followers on Instagram
• Over 500 friends on Snapchat

Prices listed are per individual post. For multiple communications, please get in touch as we can offer bespoke, custom packages for year-round opportunities for you to gain maximum exposure to your brand, both on campus and digitally.

Facebook
One post with image and link £50
Two posts with image and link £95
Three posts with image and link £125
‘Custom packages are available’

Instagram Stories
1 picture with max. 30 words of text £30
1 video with max. 40 words of text £50
Multiple pictures with max. 40 words of text £40

Website
Mobile homepage banner (In 2017/18, 62% of website visits were through mobile and this trend is rising)
£350 x 1 for 1 month

Desktop homepage banner
£200 x 1 for 1 month

Both mobile and website banner
£500 for 1 month

Emails
£300 for an email

Twitter
Per post (140 characters inc. link &/or tag & image) £45

Combined Packages
We can also create bespoke, combined packages using multiple areas of targeting from the options above. Please note that terms and conditions apply and all posts may not be featured during Freshers’ Week.
What's On.

A full week of activities and events brought to you by your Students' Union.

SAT 21 SEP
What's On.

SUN 22 SEP
What's On.

MON 23 SEP
What's On.

TUE 24 SEP
What's On.

WED 25 SEP
What's On.

THU 26 SEP
What's On.

FRI 27 SEP
What's On.

SAT 28 SEP
What's On.

SUN 29 SEP
What's On.

MON 30 SEP
What's On.

TUE 01 OCT
What's On.

WED 02 OCT
What's On.

THU 03 OCT
What's On.

FRI 04 OCT
What's On.

SAT 05 OCT
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SUN 06 OCT
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MON 07 OCT
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TUE 08 OCT
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WED 09 OCT
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THU 10 OCT
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FRI 11 OCT
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Print Opportunities

Posters
With multiple poster spaces around campus and access to poster boards in the entrance to student accommodation blocks on both campuses, we offer competitive poster pricing.

Campus:
- A4 x 20: £100
- A3 x 10: £100
- A2 x 5: £50 each (limited availability)
- A1: £70 each (limited availability)
- A0: £349

Halls:
- A3 x 50 (one in each block of halls): £349

We are able to print in house for an additional cost.

Leaflets
Here at Hertfordshire Students’ Union we employ over 200 students part-time who assist on several levels, including the distribution of marketing material. We’re able to offer leaflet distribution in high footfall areas for competitive pricing.

Distributed:
- A6 x 1000: £299
- A5 x 1000: £349

Displayed:
- A5 x 500: £199

These prices include cost of staff.

Freshers’ Bag Promo Display:
We’ve changed the way we do Freshers’ Bags this year, opting for a more sustainable pick’n’mix approach. Students will create their own bags – so make sure your promo material stands out from the rest!

(Maximum size A5 x 1,500): £150
Sponsorship

Here at the Students’ Union we have many high footfall events that take place throughout the year, each offering a fantastic and unique opportunity for you to gain exposure through sponsorship as well as the chance to be involved in something fun!

Our biggest events of the year include our Summer Ball, the Students’ Union Awards, as well as our nightly events during Freshers’ Week.

We offer a vast range of packages for each event that can be tailored to your organisations needs. If you would like to hear more or be involved with any of these events, please get in touch at mediasales@hertfordshire.su or 01707 285000.