Hertfordshire Students’ Union

MEDIA PACK

Want to reach more than 27,000 students?

CONTACT US:
EMAIL: mediasales@hertfordshire.su
TEL: 01707 285000 WEB: hertfordshire.su
Hertfordshire Students’ Union runs services, campaigns and events for more than 27,000 students throughout the year. Whether it’s through our website hertfordshire.su or face to face with the thousands of students on campus, we have a great relationship with our students and we can help you target them!

Our Marketing Team will provide you with professional support and guidance to ensure that your products/services gain the maximum impact. We have a range of package prices and discounts available offering a great saving and making your budget go further.

You will find a complete overview of the marketing opportunities available to you in this pack. For further information or to book please contact our Marketing Department on 01707 285000 or email mediasales@hertfordshire.su

We look forward to working with you!

_Want to reach more than 27,000 students?_

Of the 35,000 residents of Hatfield, 3,500 live on campus and over 6,000 of them are University of Hertfordshire students

Our newspaper 'UniVerse' is distributed bi-weekly and has a readership of over 6,000

Our Freshers’ Fair has over 8,000 students in attendance every year.

During the Freshers' period our website receives over 33,000 visits!

_Our student population of more than 27,000 includes over 2,000 students from overseas representing 85 countries plus UH has nearly 3,000 staff on campus._

_Five facts you might like to know..._
Freshers' Fair

The annual Students' Union 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 8,000 students, most of whom will be making their own buying decisions for the first time in their life which makes our Freshers' Fair a great place to make that vital first 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!

Local Companies - £399
A standard stall in the marquee, consisting of a 6ft x 2ft space.

Charities - £199
A standard stall in the marquee, for registered charitable organisations, consisting of a 6ft x 2ft space.

Outdoor Space - £899
Stand out in a great spot outside of the marquee to catch the full flow of the traffic at the fair.

Premium - £799
Limited availability for these prime higher traffic spots in the marquee, plus you get a larger stall space of 9ft x 2ft.

National Companies - £699
A stall in the marquee, consisting of a 6ft x 2ft space

Freshers Fair Optional Extras
Power Supply - £20, Wireless Internet - £20, Backboards - £30 (limited availability)
Additional Freshers' Opportunities

**WELCOME BAGS**
Each year we welcome 4,000 new students with a Freshers’ bag which is packed with useful information and free samples. This is a great way to distribute your company’s promotional material and free samples to our students.

**FLYERS/LEAFLETS**
£250 (per 1,000)

**SAMPLES**
£350 (per 1,000)

**BAG SPONSOR**
You supply the bags with your logo plus your sample/flyer will be included.

**SOLD OUT**

**WALLPLANNER**
Sold out

The Students’ Union wall planner is easily one of the most popular pieces we produce and each year it’s a guaranteed sell-out! New students at the University receive one of these full-coloured A2 calendars. This means that your advert will be adorning student’s walls throughout the entire academic year.

**Exclusive Sponsorship - £999**
Advert - £299

**STUDENT GUIDE**
Produced mainly to inform Freshers’ about the Students’ Union, this pocket sized guide will be available throughout the University. 10,000 student guides are produced and distributed throughout the year as well as being included in the welcome bags! It showcases the Union’s services and it’s also a great opportunity to promote your brand, products or services.

**ADVERT**
£599
Additional Freshers' Opportunities

WEBSITE – www.hertfordshire.su

Freshers' fortnight is our busiest time of the year, so what better time to advertise through our website hertfordshire.su? We received over 33,000 visits and over 117,000 page views last year during Freshers'. Students use the site to check our societies, clubs, Union services and events. Your advert will appear in a prime position on our website, making it clearly visible and appealing to anyone who enters the site. It’s a fantastic and cost effective way to engage your student audience!

WEBSITE ADVERT - £300

UniVerse

This unique and exciting Freshers’ edition of the student publication is distributed to all the sites across our campuses in addition to a copy being placed in every new student’s room ready for their arrival! We can offer a variety of advertising space to suit your budget.

Full page - £499
Half page - £259
Quarter page - £149
Back cover - SOLD OUT

POSTERS AND FLYERS

For heightened awareness during Freshers’ Fortnight, make use of our exclusive access to University property for display and distribution of your publicity. We have over 50 poster sites and our dedicated student Street Team can hand out your flyers in our busiest areas and directly to student accommodation or you can come on site and distribute them yourself in the Forum Hertfordshire, the choice is yours!

POSTERS
A4 - £100 (per 20)
A3 - £100 (per 10)
A1 - £50 each (limited availability)
A0 - £70 each (limited availability)

LEAFLETS/FLYERS
Displayed
£199 (per 1000)
Distributed
£299 (per 1000)
Our official Union website hertfordshire.su is home to over 60 clubs and societies, a variety of Union services including jobs, lettings and advice & support plus the Forum Hertfordshire events listing. Why advertise on hertfordshire.su? It receives an average of over 11,000 hits per month and your advert will give you direct and regular access to our online student community.

We have a strong presence on two of the world’s leading social sites Facebook and Twitter. With over 15,000 student fans, make sure that you take advantage and advertise your products or service to our growing population.

Online Marketing

WEBSITE - www.hertfordshire.su

Advert £125 per week

EMAILS

We hold a mailing list of over 10,000 students that receive our HTML e-newsletter every month. You can have your advert as one of the sections in our monthly emails or you can have your very own personal campaign, a more direct way to get your message across to our students.

SOLD OUT

Section in our newsletter

Personal Campaign £500

SOCIAL MEDIA

We have a strong presence on two of the world’s leading social sites Facebook and Twitter. With over 15,000 student fans, make sure that you take advantage and advertise your products or service to our growing population.

twitter facebook

One post £50

Two posts £95

Three posts £125

Advert £125 per week
The Forum Hertfordshire provides the perfect setting for having a stall.

The atmosphere is lively, there is a student pub as well as a University restaurant and a Starbucks coffee shop. For these reasons and more it is the hub of student social activity on campus and thousands of students pass through the doors each day. The Forum Hertfordshire has already served as the backdrop for many stalls since it opened in 2009. These have been hosted by a wide range of corporate exhibitors from Virgin Media and Microsoft to Apple and the YMCA.

Whether you are looking to set up a unique stall to attract people and promote your company or you simply want to sell your products, we will be happy to accommodate you. Outdoor options are also available.

Outdoor space - £699
National company - £399
Local company - £149
Registered charity - FOC
Posters & Flyers

Regardless of what your business is, posters and flyers are a simple but very effective method of advertising to the University of Hertfordshire students! We have over 50 poster sites located over our campuses, including in our halls of residence and the Forum Hertfordshire.

You can give out leaflets straight into the student’s hands in our busy venue, the Forum Hertfordshire, or let us distribute them to the 4000 students in campus accommodation! You can also have them left in prime locations around the University for students to pick up.

Posters (per week)

**A4** — £40 (per 20)

**A3** — £40 (per 10)

**A1** — £20 each

**A0** — £30 each

Leaflets and flyers

**DISPLAYED**

£99 (per 1,000)

**DISTRIBUTED**

£199 (per 1,000)

10% discount when booking 4 weeks or more!
UniVerse is the University of Hertfordshire’s bi-weekly student publication. It provides you with the regular opportunity to reach over 6,000 students. UniVerse is free for all students and it’s distributed across all of our campuses as well as student accommodation. The UniVerse is packed with lifestyle features, student sport fixtures and results, current affairs and the Forum Hertfordshire entertainment listing.

Advertising in the UniVerse is the ideal way to target our students through advertorials and eye-catching adverts and we can offer a variety of spaces to suit your budget.

All editions of UniVerse are now also available to download from the UniVerse website – giving your advert exposure online for no extra charge!

**Discounts Available!**
- 20% for 6 bookings or more
- 10% for 4 bookings or more
- 5% for 2 bookings or more

**Advertising Rates:**
- Full page - £249
- Half page - £129
- Quarter page - £69
- Back cover - SOLD OUT
Here at the Students’ Union we have many events that go on 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 and the Students’ Union Awards.

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