



Media Pack
2021 - 2022



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51 Richmond Street, Glasgow, G1 1XU



Strath Union Promise
Our Vision

We strive to enhance the Strathclyde experience by promoting, representing and supporting students' interests and welfare. Our diverse social, cultural and sporting opportunities offer all students the chance to thrive.

Advertising helps us to achieve our vision -
all proceeds go towards student services.

Strath Union is a trading name of
The University of Strathclyde Students' Association.
A charity registered in Scotland No: SCO05914
Registered company in Scotland No: SC568857.

How we can help you

We represent the 22,000 students of the University of Strathclyde.



There are over 2.5 million university students in the UK, with an estimated spending power of over £15.5 billion.

Many of our students are living away from home for the first time and are deciding which brands best suit their needs. That's why attracting them to your service or product has huge potential for generating long-term brand loyalty. It's also why they're the most profitable group in the 18 to 24 age bracket.



After the challenges of the past year we are delighted to welcome our student members to our brand new Students' Union building, situated right in the heart of campus, located just a stone's throw from our student village. We house a large bar, café, lecture theatre and function rooms, as well as a variety of meeting rooms and spaces for our student societies.

Our range of advertising options and spaces gives you the perfect opportunity to reach our students in a format that best suits you.

Strathclyde Freshers 2021





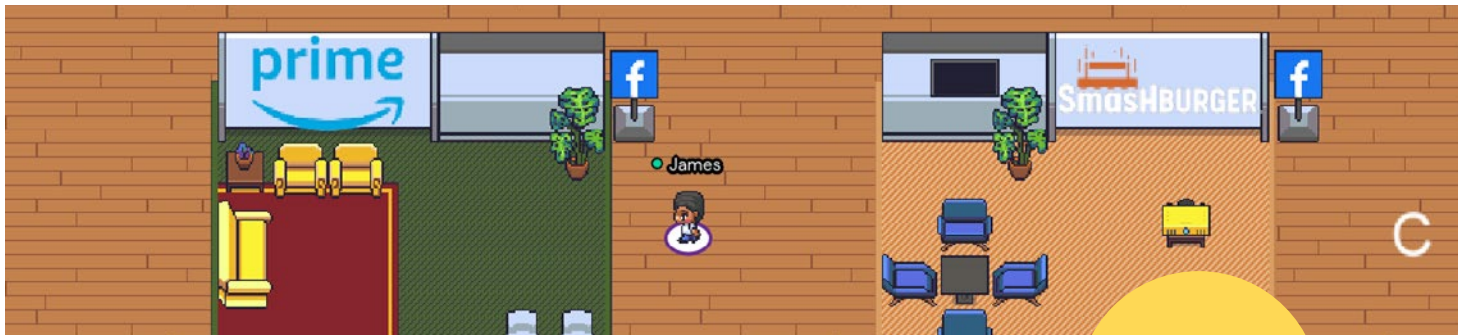
Freshers' Fair 2021

14th - 16th September
10am - 3pm

Over 6,000 students attended our last physical Freshers' Fair in 2019.

The fairs offer our highest footfall of the year and this is the perfect time to introduce your brand to thousands of students face to face by booking a stall for the day.*

*Daily footfall will be dependent on the government guidelines on social distancing at the time and we will ensure a safe environment for all stallholders, students and staff.



Virtual Fair

This will also include a stall at our Virtual Freshers' Fair throughout September, which gives you the opportunity to reach those students who can't make the physical fair or didn't catch you on the day.

- One day: £500
- Two days: £850
- Three days: £1,200



We offer a 50% discount to charities!

Covid Safety at our Freshers' Fair

What we're doing:

- **Face masks or visors** for all staff
- **Contactless ordering and payment** of food and drink
- Provision of specialist **COVID-19 training** for Union staff

What we expect you to do:

To stay safe and to protect others, employees and attendees should remember the **FACTS**:

- Face coverings in enclosed spaces
- Avoid crowded places
- Clean your hands and surfaces regularly
- Two-metre social distancing
- Self-isolate and book a test if you develop coronavirus symptoms



Digital Advertising



Digital Screens

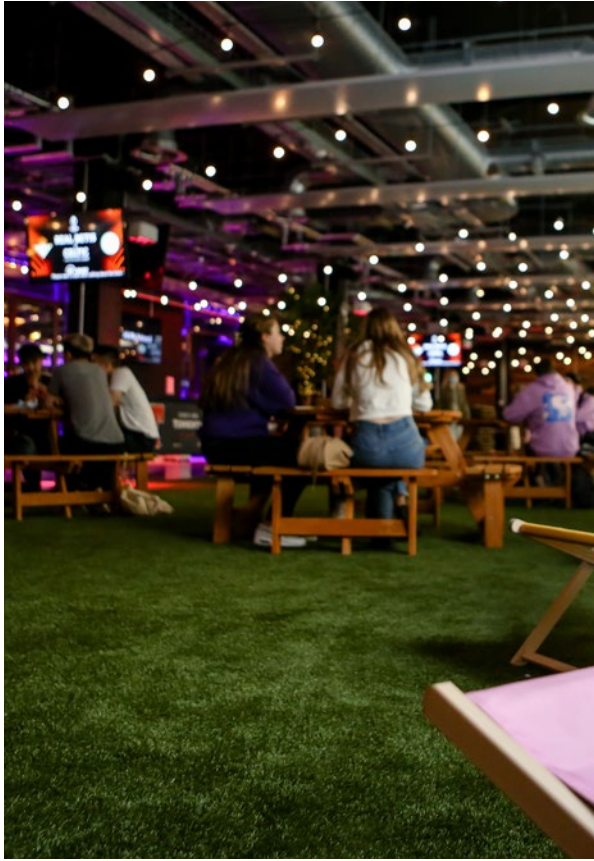
We have a total of 18 digital screens throughout the 2 floors of our new Students' Union, so you can be sure that your brand will never be more visible to the 1,500 students who come through our doors each day than by placing an advert on these.

Your advert will be displayed on all screens simultaneously, on a 10 second loop of up to 6 adverts per minute.

The Terrace

10 x 65 inch
landscape screens:

£600 per month



The Terrace Bar

10 x 85 inch
landscape screens:

£750 per month



Level 1

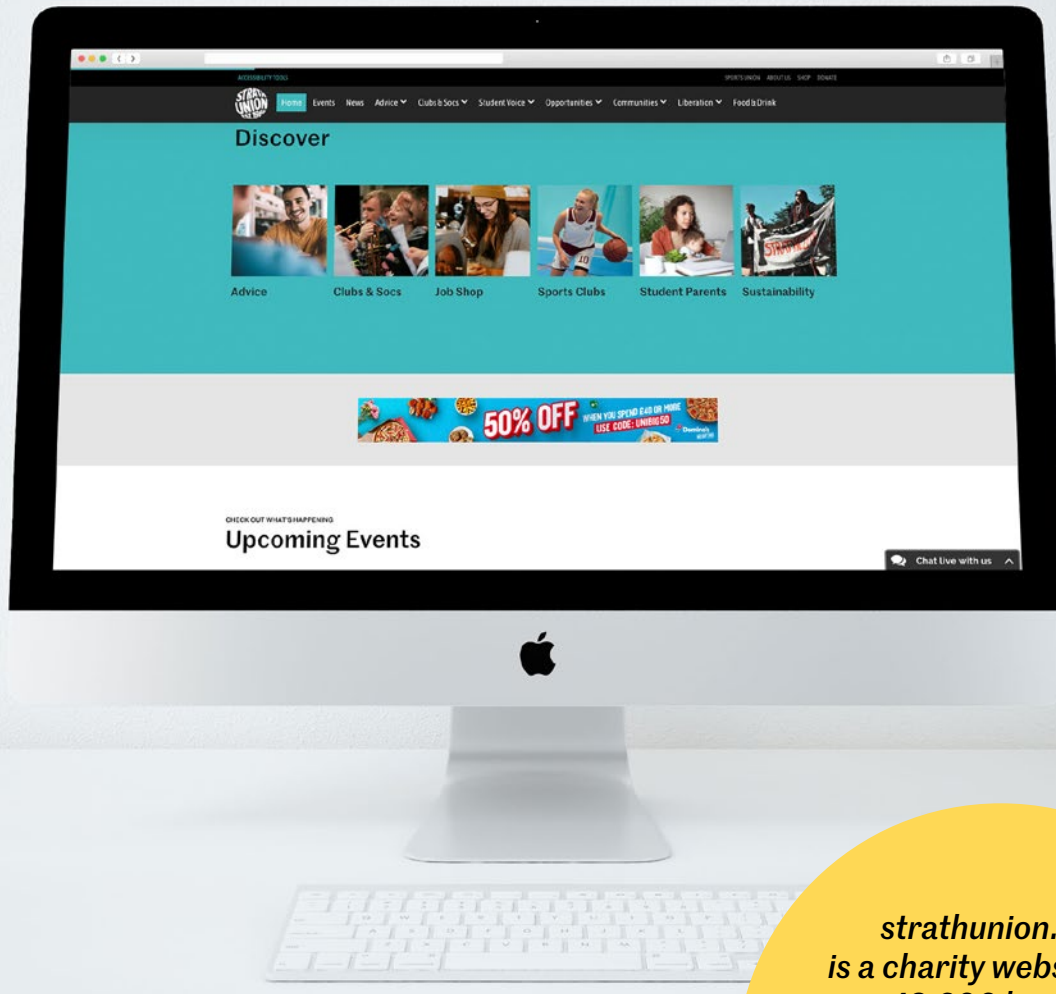
2 x 43 inch
portrait screens:

£200 per month



All screens

All 18 screens:
£1,300 per month



strathunion.com
is a charity website with
over 42,600 backlinks on
University of Strathclyde's
website and app.

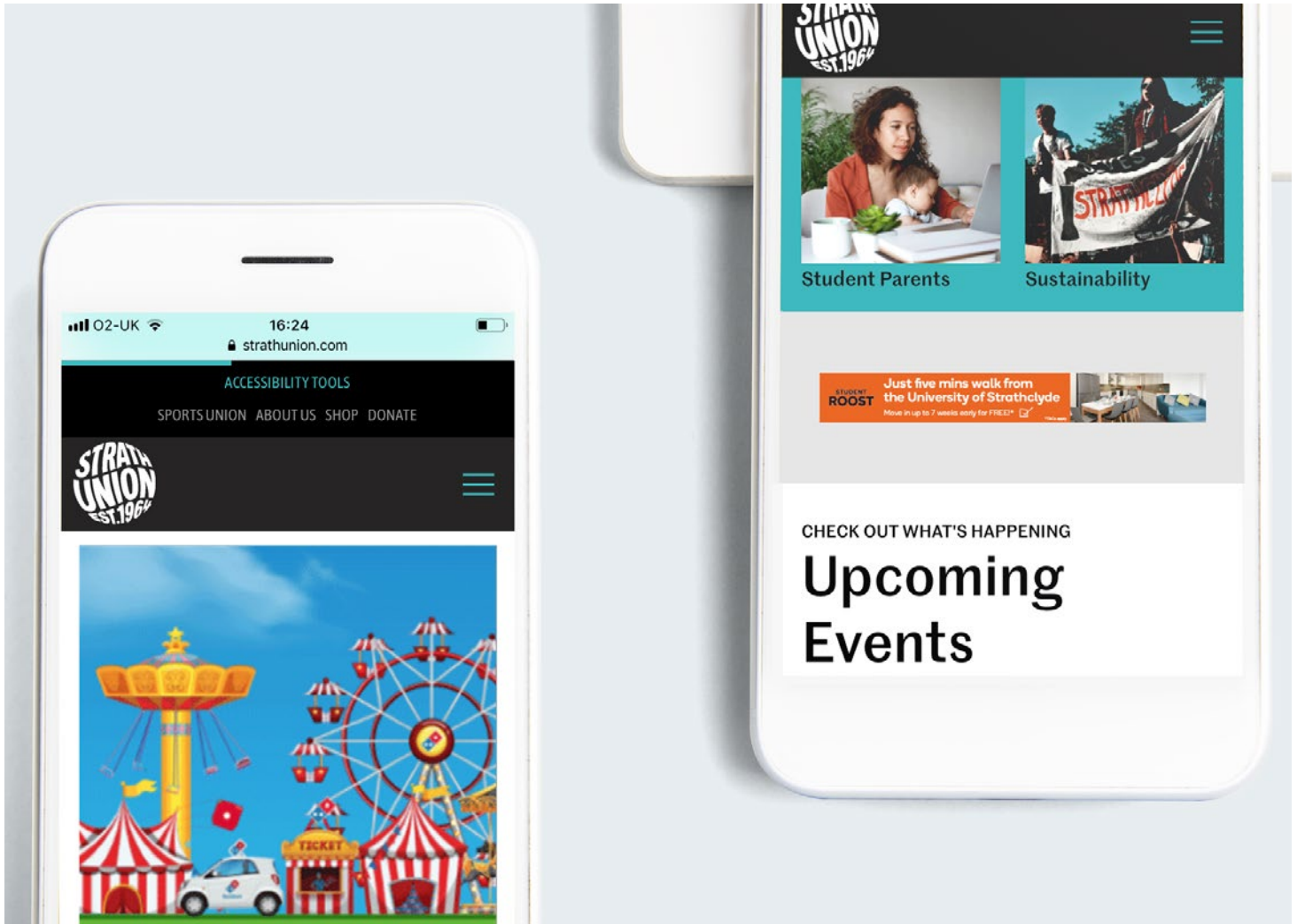
Trust flow on our website
and all microsites is acknowledged
by Google, who awarded us the
Google PPC Grant.

Website

From June 2020 to June 2021, strathunion.com had 160,305 users!

Gain high exposure by placing your advert on our homepage, allowing our student members to click straight through to your website.

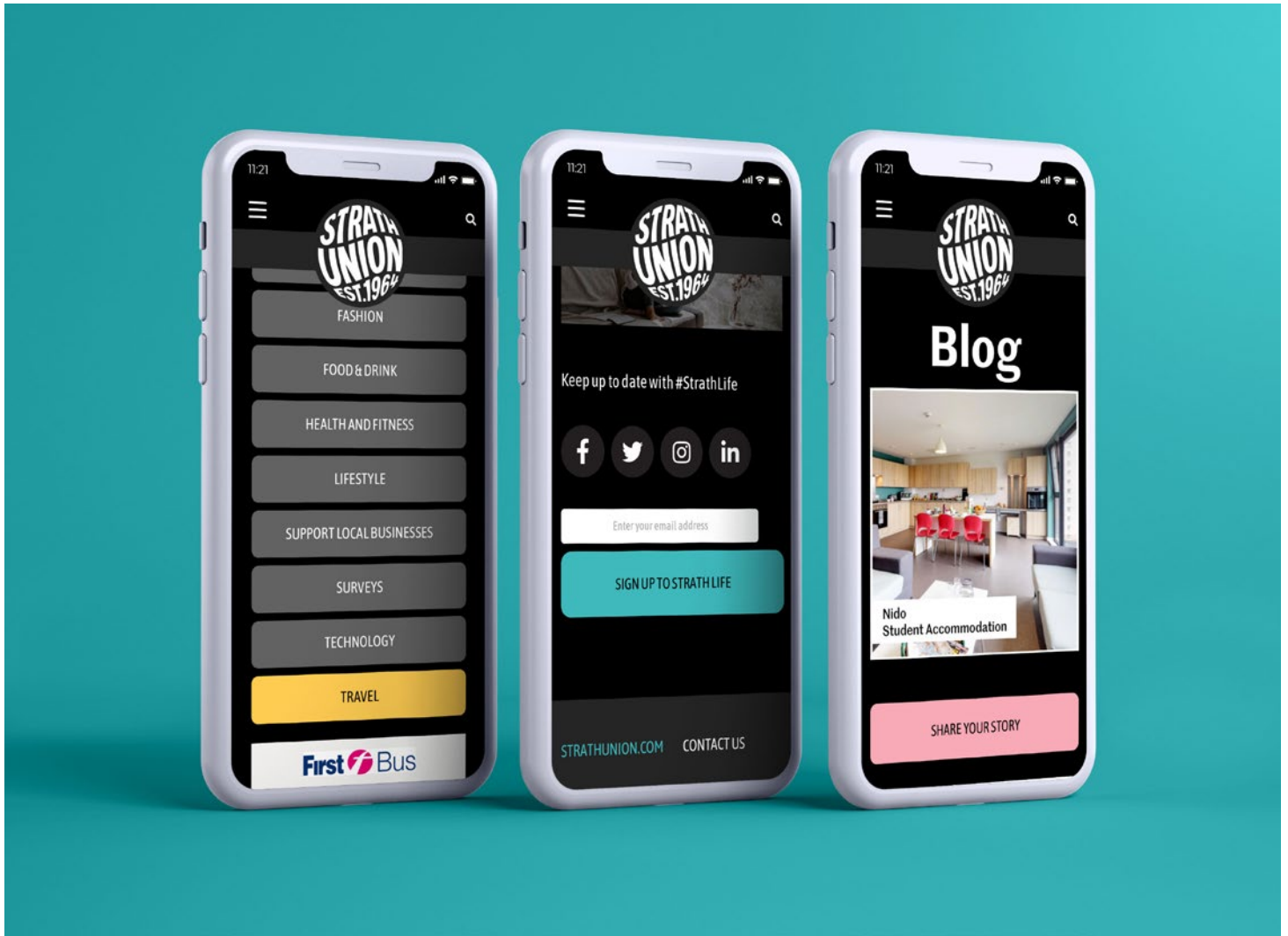
Web banner on strathunion.com homepage:
£500 per month, per ad



Have your logo and link on the Events section of strathunion.com
£200

Why not sponsor one of our Freshers events?

Email chris.mcewan@strath.ac.uk for more details



Strath Life

Our Strath Life section is the go-to web page for our students to discover the latest deals and discounts available both locally and nationally.

Our Strath Life website has had over 10,000 page views and over 6,000 new members since it launched in September 2020.

Logo and description of your discount or reward on the Discounts & Rewards section: £50

Sidebar advert on the Discounts & Rewards section: £300

Our Strath Life newsletter is great way to reach students directly.

Sponsor our monthly Strath Life newsletter: £300

A tile in Strath Life newsletter that links to your url: £200



Digital Package

£1,200 + VAT per month
— saving £175

Promote your business from all angles for an even greater response.

Package includes:

- Web banner advert for 1 month on strathunion.com homepage
- Your advert on all digital screens on The Terrace for 1 month
- One Facebook post
- One tweet

We offer a discounted rate for charities!

Social Media

We have 24,000 followers (and counting) across our Facebook and Instagram accounts.

We are continuously engaging directly with our students and through our social media pages, you can too.

Connect with our audience through our social media:



(Click on icon to go to social media page)

One Tweet: £125
One Tweet & one Facebook Post: £225
One Facebook Story: £150

On-site Promotion

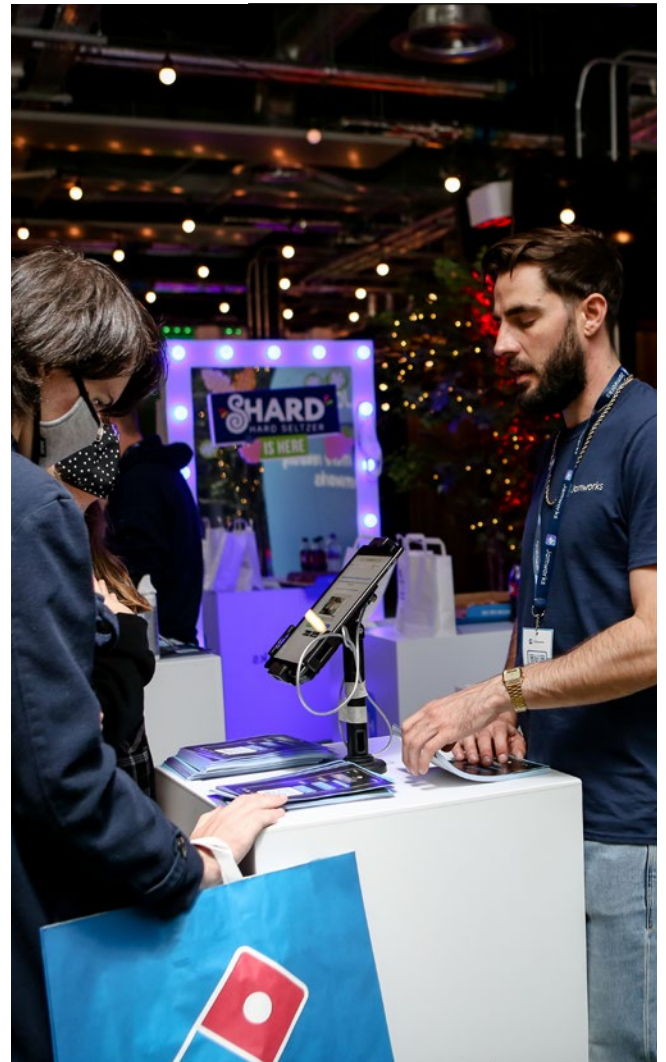


Stall

There is no better way of promoting your product or service than getting face-to-face time with your customers.

We expect to welcome over 2,000 students through our doors each day, so on-site promotion is a fantastic opportunity to interact with our students.

Stall:
£300 for national businesses
£175 for local businesses
£125 for charities



Flyering

We can provide a friendly PR team to distribute your flyers around the student campus over a week of your choice.

1,000 for £175
2,000 for £300
3,000 for £450

Snap Frames

Advertise on our A4 snap frames situated in our toilet cubicles and handwash areas.

3 x A4 Snap Frames:
£75 per month
£200 per semester

Sponsorship

If you might be interested in sponsoring one of our events such as our **Student Elections** in March or one of our student societies or awards ceremonies then please don't hesitate to get in touch.

chris.mcewan@strath.ac.uk
07515790023



Goody Bags

Ensure your product gets seen by thousands by advertising in our goody bags.

We give away 4,000 canvas tote bags at our Freshers' Fair and throughout freshers' week filled with goodies for Strathclyde students.

Flyer:
£250 per thousand

Voucher / Sample:
£150 per thousand



Sports Membership Cards

There are a variety of ways to get your brand noticed during the busiest time of year.

Sponsor the card and find your logo in the purses and wallets of over 2,000 Sports Union members all year round.

£2,000

Email chris.mcewan@strath.ac.uk for details.



For Hire



Hire one of our venues

We have room and venue hire with bar/catering options available for meetings, conferences, private events, fairs and socials.

For more information please get in touch.

chris.mcewan@strath.ac.uk
07515790023

strathunion.com/venues/hire



Price List & Artwork Specs

On-site Promotion

Stall

£300 for national businesses
£175 for local businesses
£125 for charities

Flyering

You provide us with your printed flyers and we distribute them around the student campus over a week of your choice.

1,000 for £175
2,000 for £300
3,000 for £450

Snap Frames

3 x A4 Snap Frames:
£75 per month
£200 per semester

You provide us with your printed advert and we insert it into the snap frames.

Adverts must be
(W) 210 x (H) 297 mm

All prices are subject to VAT

Sponsorship

Sponsoring one of our events.
Please get in touch for more details.

chris.mcewan@strath.ac.uk
07515790023

Freshers 2021

Freshers' Fair Stall

One day: £500
Two days: £850
Three days: £1,200

Price includes a stall at our Virtual Freshers' Fair throughout September.
Please email chris.mcewan@strath.ac.uk for more details.

Goody Bags

Flyer: £250 per thousand
Voucher / Sample: £150 per thousand

Please email chris.mcewan@strath.ac.uk for more details.

Bag size approx. (w)380 x (h)420 mm

Digital Advertising

Website

Web banner on strathunion.com homepage:

£500 per month, per ad

PNG / JGP file

(W) 700 x (H) 90 px

Your logo and link on the Events section of strathunion.com

£200

PNG / JGP file

620 x 620 px

Sponsor one of our Freshers' events:

Please get in touch for more details.

chris.mcewan@strath.ac.uk

07515790023

Social Media

One Tweet: £125

One Tweet & one Facebook Post: £225

Twitter post:

PNG / JGP / GIF / MP4

(W) 1200 x (H) 675 px

Facebook post:

PNG / JGP / GIF / MP4

(W) 1200 x (H) 628 px

One Facebook Story: £150

PNG / JGP / GIF / MP4

(W) 1080 x (H) 1920 px

All prices are subject to VAT

Strath Life

Logo and description of your discount or reward on the Discounts & Rewards section: £50

Your logo for listing:

PNG / JGP

Max 500 x 500 px

Additional image on discount/reward description:

PNG / JGP / GIF

Max (W) 900 x (H) 300 px

Sidebar advert on the Discounts & Rewards section: £300

PNG / JGP / GIF

(W) 524 x (H) 523 px

Sponsor our Strath Life newsletter: £300

£300

PNG / JGP

(W) 1200 x (H) 460 px

A tile in Strath Life newsletter that links to your url: £200

£200

PNG / JGP

200 x 200 px

Digital Screens

The Terrace:

10 x 65 inch landscape screens

£600 per month

The Terrace Bar:

10 x 85 inch landscape screens

£750 per month

Level 1:

2 x 43 inch portrait screens

£200 per month

All 18 screens:

£1,300 per month

Your advert will be displayed on all screens simultaneously, on a 10 second loop of up to 6 adverts per minute. Please note that video files should have no audio.

PNG / JGP / MP4 file

(W) 1920 x (H) 1080 px

Digital Package

£1,200 + VAT per month

– saving £175

Package includes:

- Web banner advert for 1 month on strathunion.com homepage
- Your advert on all digital screens on The Terrace for 1 month
- One Facebook post
- One tweet

For bookings and enquiries, contact:

Chris McEwan,
Advertising & Sales

chris.mcewan@strath.ac.uk
07515 790 023

strathunion.com
@strathunion
#strathunion

Strath Union is a trading name
of The University of Strathclyde
Students' Association, a
charity registered in Scotland
No: SC005914. Registered
company in Scotland
No: SC568857.

51 Richmond Street,
Glasgow, G1 1XU

Thank you