



Media Pack
2022 - 2023



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where your money’s going
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51 Richmond Street, Glasgow, G1 1XU
[Open map](#)



Strath Union Promise
Our Vision

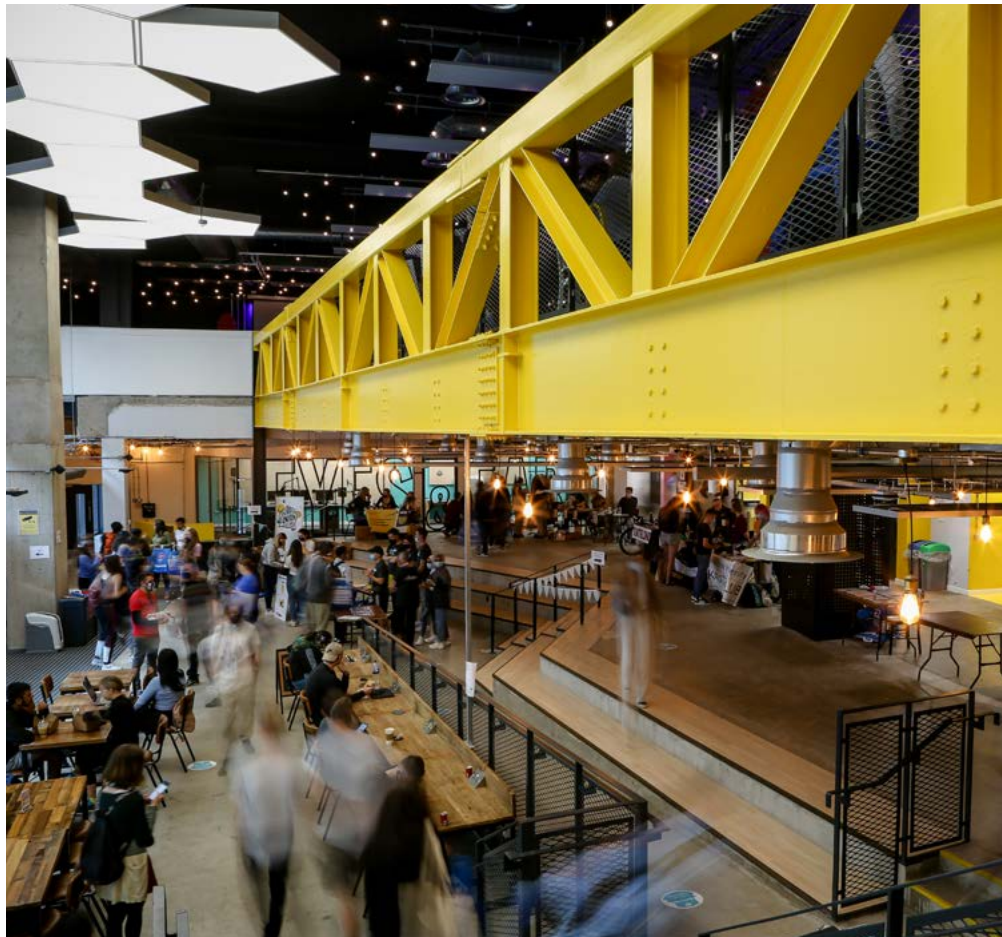
We strive to enhance the Strathclyde experience by promoting, representing and supporting students’ interests and welfare. Our diverse social, cultural and sporting opportunities offer all students the chance to thrive.

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: SC005914
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.

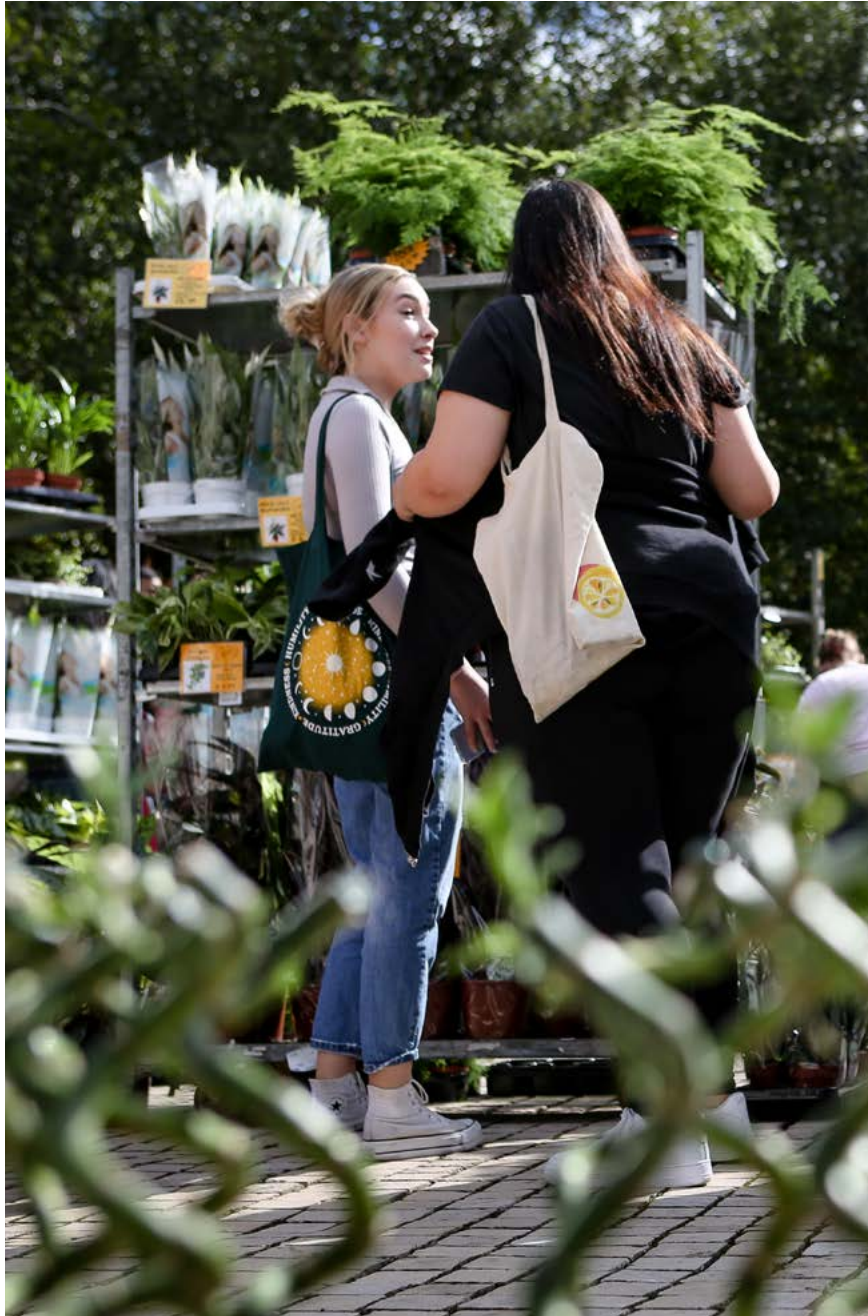
Many of our students are living away from home for the first time and are deciding which brands best suit their needs. That's why attracting them to your service or product has huge potential for generating long-term brand loyalty. It's also why they're the most profitable group in the 18 to 24 age bracket.



After a year of blended hybrid learning we are delighted to welcome our student members back to our new Students' Union building, which has still to celebrate its first birthday. We are 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 give you the perfect opportunity to reach our students in a format that best suits you.

Strathclyde Freshers 2022



Freshers' Fair 2022

13th - 14th September
10am - 3pm

Following a hybrid Freshers last year, we are excited to be offering our first full in-person Fair in 3 years!

We anticipate record numbers through our doors throughout the two days, of between 8,000 - 9,000 students.

The Fairs offer the highest footfall of the year and are the perfect opportunity to promote your brand to thousands of students face to face by booking your stall.

2m x 1m stall:
One day £700
Two days £1,250

We offer a discounted rate to local businesses and registered charities!

*For bespoke stalls
please get in touch
for a quote.*

All prices are subject to 20% VAT



Freshers Advertising

Goody Bags

Ensure your product gets seen by thousands by advertising in our Freshers' 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

All prices are subject to 20% VAT



Sponsor our Freshers' Week activities!



Premium Sponsorship

Your advert displayed on all 20 of our digital screens throughout Freshers' Week

Your logo displayed on our Freshers' Microsite footer

Freshers's Fair stall for two days

Sponsored social media posts throughout Freshers' Week

£3,000

Secondary Sponsorship

Your advert displayed on all 20 of our digital screens throughout Freshers' Week

Freshers's Fair stall for one day

Sponsored social media posts throughout Freshers' Week

£2,000

All prices are subject to 20% VAT

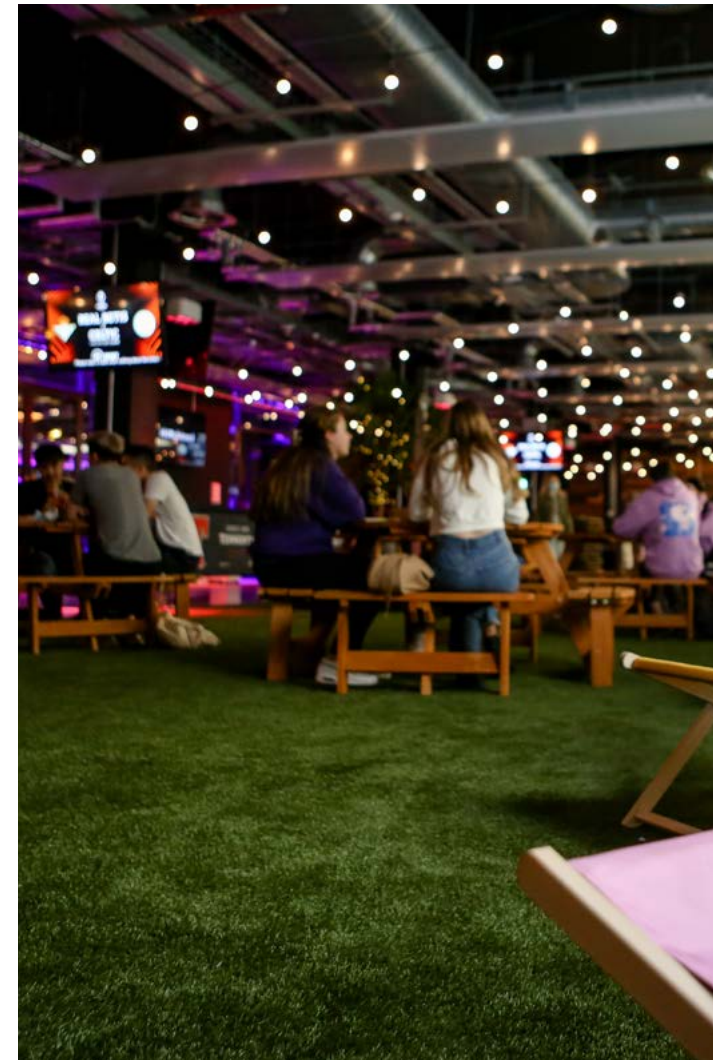


Digital Advertising



Digital Screens

We have 20 large digital screens across our terrace and bar, playing from 11am until late. With an anticipated 2,000+ students coming through our doors each day, there's no better way to gain brand visibility than by advertising on these.



One 6 second
advert every
minute:

£950 per month

£1,350 for Freshers

£2,700 per
semester

All prices are subject to 20% VAT



strathunion.com
is a charity website which
also has 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.

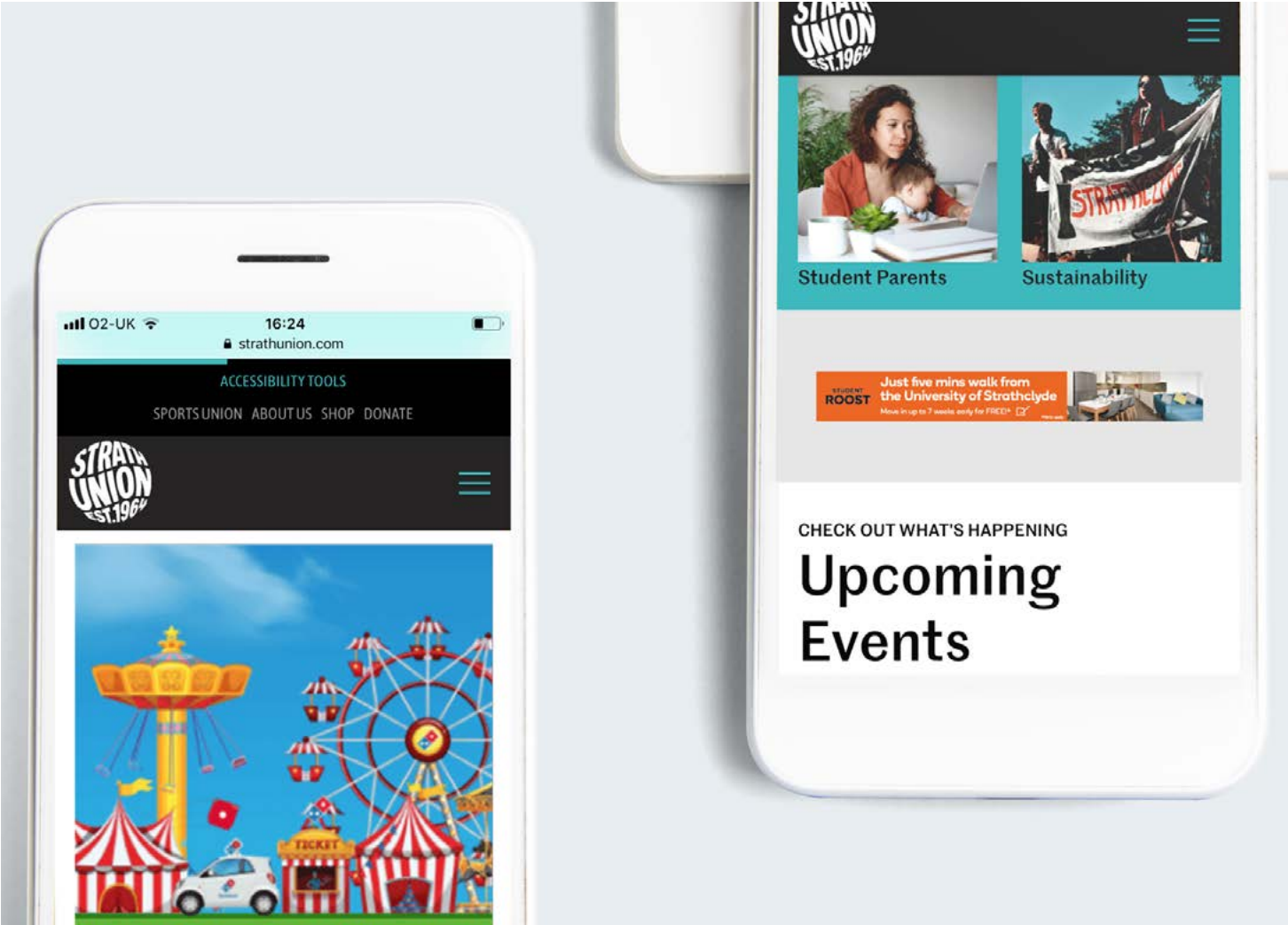
Website

From May 2021 to May 2022, strathunion.com had a total of 1,720,489 page views!

Homepage

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
£700 during Freshers, per ad



Newsfeed

Be the exclusive advertiser on our homepage news feed for huge exposure.

Tell our students the story of your business or event through a direct news feed or promote your blog or news article of up to 500 words, displayed for a minimum of 2 weeks.

£700

Event Listing

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

If you have an event to promote to our students, why not advertise it through our What's On page, listed from the day that you book until the event date.

£250

All prices are subject to 20% VAT

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

All prices are subject to 20% VAT



Posters & Flyering

While we are encouraging digital over print to lower our carbon footprint, we do recognise the value in handing out flyers for certain campaigns.

We have locations around campus, such as our student village, where we can place your posters and we can arrange for our student staff to help you with flyer distribution.

Flyers:
500 flyers for £100
1,000 for £175
2,000 for £300

A3 Posters:
£20 per poster, per week

All prices are subject to 20% VAT



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.

Contact Native and Crowd at media@native.fm



For Hire

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.

Contact Native and Crowd at media@native.fm

[Click here to see our Venues Pack](#)

Price List & Artwork Specs

All prices are subject to 20% VAT

On-site Promotion

Stall

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

Posters & Flyering

We have locations around campus where we can place your posters and we can arrange for our student staff to help you with flyer distribution.

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Sponsorship

If you might be interested in sponsoring one of our events, please don't hesitate to get in touch.

Contact Native and Crowd at media@native.fm for more details.

Venue Hire

Please [click here for photos and more information about hiring one of our spaces](#).

Freshers 2022

Freshers' Fair Stall

2m x 1m stall:
One day £700
Two days £1,250

- We offer a discounted rate for charities.
- For bespoke stalls please get in touch for a quote.

Goody Bags

Flyer: £250 per thousand
Voucher / Sample: £150 per thousand
Bag size approx. (w)380 x (h)420 mm

Premium Sponsorhip

Advert on all 20 digital screens throughout Freshers' Week / Logo on our Freshers' Microsite footer / Freshers's Fair stall for two days / Sponsored social media posts throughout Freshers' Week

£3,000

Secondary Sponsorhip

Advert on all 20 digital screens throughout Freshers' Week / Freshers's Fair stall for two days / Sponsored social media posts throughout Freshers' Week

£2,000

Please **contact Native and Crowd at media@native.fm** for more details.

Digital Advertising

Digital Screens

20 digital screens:

£950 per month
£1,350 for Freshers
£2,700 per semester

Your advert will be displayed for 6 seconds on all of our 20 screens, every minute. Please note that video files will not have audio.

PNG / JGP / MP4 file
(W) 1920 x (H) 1080 px

Website

Web banner on strathunion.com homepage:
£500 per month, per ad
£700 during Freshers, per ad

PNG / JGP file
(W) 700 x (H) 90 px

Your news featured on strathunion.com
£700

PNG / JGP file
620 x 620 px

Your logo and link on the Events section of strathunion.com
£250

PNG / JGP file
620 x 620 px

Strath Life

Logo and description of your discount or reward:
£100 per year

Your logo for listing:
PNG / JGP
540 x 540 px

Web banner ad on the Discounts & Rewards landing page:
£200 per month
£400 per semester

PNG / JGP / GIF
(W) 1500 x (H) 400 px

A tile in Discounts & Rewards Newsletter that links to your url:
£200

PNG / JGP
(W) 468 x (H) 280 px

Social Media

One Tweet: £150
One Facebook Post: £175
One Instagram Story: £150

Post accross all three channels:
£375

Twitter post:
PNG / JGP / GIF / MP4
(W) 1200 x (H) 675 px

Facebook post:
PNG / JGP / GIF / MP4
(W) 1200 x (H) 628 px

Instagram Story:
PNG / JGP / GIF / MP4
(W) 1080 x (H) 1920 px

Digital Package

£1,350 + VAT per month
£1,700 + VAT for September

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 20 of our digital screens for 1 month
- One Facebook post
- One tweet

We offer a discounted rate for charities.

Please **contact Native and Crowd at media@native.fm** for more details.

For bookings and enquiries, contact:

Native and Crowd
media@native.fm

strathunion.com
@strathunion
#strathunion

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Thank you