



Advertising with University of Gloucestershire Students' Union



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AGENCY

**“ Voted number one
Freshers’ Fayre in
the country by
exhibitors ”**

Stats



10,000+ Students



138,000+ Page views per month



2,900+ Followers



8,900+ Followers



4,600+ Followers

About us

University of Gloucestershire Students' Union

Hello, Welcome to the University of Gloucestershire Students' Union Media Pack - the official way to communicate with our students.

Within this pack you will find a snapshot of the media opportunities available and information about our student demographic.

A pioneer of sustainability we have 10,000 students over 4 campuses over 2 cities. With a growing student population and another campus on the way, UoG has a thriving Health and Social care community, as well as vibrant Business, Arts and Design schools across brand new facilities and 19th Century Cotswolds stone buildings.

Why Advertise With Us?

Our partners native and The Crowd Agency work exclusively with us to manage our media sales. As well as us, they are partnered with an additional 40+ Students' Unions, so if you're looking to advertise with a number of SUs, native and Crowd are best placed to help, so please get in touch to find out more about a multi-union campaign.

Freshers

Freshers' Fayre

Park Campus 14th September 2022

The UOGSU Freshers' Fayre was voted top 5 in the country by students, number 1 in the country by exhibitors and it is an amazing opportunity for you to engage with all students.

Our Welcome Fayre makes use of the fantastic Park Campus grounds with covered outdoor stands for student clubs and socs, charities, University services and commercial partners.

STANDARD

£500 + VAT

Table Stand

PREMIUM

£800 + VAT

3m x 3m Space for gazebo or Double Table Stand

OUTDOOR

£POA + VAT

Larger outside space is available, contact us to find out more

CHARITY

£250 + VAT

Standard stall, charity registration number is required



Freshers

Welcome Fortnight Media

As well as our Welcome Fayre there are a number of other opportunities to engage with students during welcome fortnight.

Halls Flyer Drop

£500 + VAT

Get your advert delivered into 1400 rooms of our first year students in the halls of residences.

Welcome Box

From £300 + VAT

Include your A5 flyer or sample product in welcome boxes delivered into halls designed to build community & give new flatmates opportunities to get to know each other.

Welcome Web Banner

£500 + VAT

Your advert placed on a dedicated welcome website, will be seen by up to 4000 students eager to find out what Freshers' has to offer them

Welcome Handbook

£500 + VAT

Full page advert within the A5 Welcome' Handbook. Print run of approximately 3000 handed out to students

Goody Bags

£450 + VAT

Include your A5 flyer or product sample within the SU pre-filled goody bags handed out at Welcome Fayre.

Wall Planner

£400 + VAT

Place your advert on our wall planner distributed to 3,000 students during Welcome Fortnight. Advert size 10cm x 10cm

On Campus

On Campus Stall

£350 + VAT

2m x 2m stall space

Flyering

£200 + VAT

Flyering teams within SU and social spaces

Digital Screens

Get your adverts seen on eleven plasma screens situated in our Students' Union. Adverts are available at Park, FCH or Pittville. The screens are located throughout refectories as well as the SU shops and bars which attracts great footfall every day.

1 WEEK

£250 + VAT

1 MONTH

£850 + VAT

3 MONTHS

£2500 + VAT

6 MONTHS

£4000 + VAT

“ **The University of Gloucestershire Students' Union is a registered charity, which serves the needs of our thriving student community. We aim to enrich the students' all-round experience whilst studying here.** ”

Digital

Social Media

Get yourself noticed through UOGSU's official Facebook and Twitter channels. They're the perfect opportunity to inform students about your brand and services.

Facebook	£200 + VAT	Twitter	£200 + VAT
Combo x 2	£300 + VAT		

Web Banner

Web banner placed on the UOGSU home page which has approx 9,000 registered student users and 138,000 views per month.

1 WEEK	£100 + VAT	1 MONTH	£300 + VAT
3 MONTHS	£750 + VAT	6 MONTHS	£1400 + VAT

Solus Email £500 + VAT

Contact us to find out how many students we can reach for your exclusive email advertisement

Email Newsletter £300 + VAT

The SU e-Newsletter is sent to all 8000+ students every two weeks. We provide the students with news, great job opportunities and activities that are relevant to them.

Tone Radio Advert £POA + VAT

Tone Radio is our student radio station, broadcasting online plus it has become the broadcaster for local high-profile festivals. We can tailor-make a package for your company, recording your advert for you if you require and will play it every hour throughout the day. Sponsorship available for individual programmes as well as for the whole station.





Contact

Follow us:



uogsu.com



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Get in touch to book your media:

media@native.fm

native.fm

thecrowdagency.com

