



Welcome to The SU, University of Bath Media Pack.

Through our dedicated and talented team, we can support you to maximise your campaigns across a variety of digital, face to face and print advertising opportunities.

All 20,000 students at Bath are automatically members of The SU; we have a diverse captive audience who look to us to ensure they are making the most of every opportunity and having the best possible experience. As a registered charity, all profits are reinvested back into the student experience to ensure our students always have unique opportunities to develop.

Within this pack, you will find a snapshot of the media opportunities we have available. In addition to everything in this pack, we are always open to discussing tailored opportunities to ensure you reach your full potential. All prices are Ex-VAT.

Being one of the top Universities in the UK, our students represent the future leaders, thinkers and consumers of tomorrow; the ideal audience for your brand.

Get on board today:

07535 172 673

su-sales@bath.ac.uk



Freshers' Week Advertising

In September over 4,500 new students descend on Bath and thousands of returners re-join ready to welcome the new academic year. Connecting with our students early on is a perfect opportunity to build new long-lasting relationships.

We have many opportunities to make connections at this incredibly valuable time. With a full schedule of fantastic Freshers' Week activities, there are many media opportunities for you to get involved.

If you have any ideas regarding the Freshers' period we would happily discuss these with you as we're happy to create tailored packages.



FW Website

Our website is visited over 27,000 times on average during the start of term. There are opportunities to have your banner on the homepage during this period, as well as the chance to have specific brand information on our FW minisite. There is limited availability for these options so get in there early!

Opportunity	Price
Exclusive Freshers' website banner for a month	£400
Main SU website banner per month	£250
Main SU website banner per 3 months	£500

Wristbands

Each year, 2,500+ wristbands are sold to Freshers and worn throughout the whole of Freshers' Week, acting as their ticket to all of the events. A majority of students will also keep hold of these as a keepsake. We are offering the opportunity to have your company logo displayed on these wristbands; a perfect chance for brand exposure during a really influential week.

Logo on wristbands: £1,500



Bedroom Bags

Hit the ground running by advertising with our ever popular branded bags. Distributed to approximately 4,000 students on arrival, these reusable cotton shopper bags contain valuable information, vouchers and lots of freebies for students to enjoy. There are opportunities for you to have inserts within these bags or to have your logo on the bags themselves. With students turning greener, you see them throughout the year being re-used both on and off campus.

Opportunity	Price
Logo branding on bags	£1500
A5 insert	£650
Samples in bags	£400

Direct Mail

We are lucky to be able to connect with students prior to their arrival at Bath through our direct mailing. Both students and parents are excited to receive key information about the upcoming Freshers' Week landing on their doorsteps. The direct mail is posted to over 3,500 UK-based students to give them a glimpse of what university life has in store for them.

Make an impression early on and tell students about your business by including an insert with this mailing!

Opportunity	Price
3,500 A5 inserts	£1600

Freshers' Fair – Friday 26 September

Our Freshers' Fair provides the perfect opportunity to interact with new students. Held on Friday 26 September from 10:00 – 16:00 within the Founders Sports Hall, our fair is a mixture of commercial, University and SU stalls and is visited not only by our Freshers but it is also a firm favourite of our returning students. With an estimated footfall of over 5,000, it is the perfect opportunity to make a lasting impression and develop long-term brand awareness in a fun and dynamic way.

Prices below may vary depending on exact requirements, we have opportunities for inside and outside spaces and premium opportunities that can be discussed upon request. Prices include tables and backing boards and power. Spaces are limited, so please contact us for more details and to book your place as early as possible.

All stall-holders will be also added to our 'Discounts' page if they wish to, where they can communicate to our students any discounts or promotional activities they are running at the time.

Type of Stall	Prices From
Premium Stall – 4m+	£2000
Double – 4m x 1.5m	£1500
Single – 2m x 1.5m	£1000



Digital Marketing Opportunities

Website Banner

Located in a prominent position on our official SU website thesubath.com, our banner adverts provide the perfect online visual opportunity. Through the use of URL linking, our banners provide an effective method for directing students straight to a dedicated page on your website to increase traffic and awareness for your brand.

Opportunity	Price per month	Price per 3 months
SU Website Banner	£300	£500

Sponsored News Story

Tell your story directly to our students through our 'News and Comment' section. Provide a dedicated article along with a relevant image for display at a time that works for you. Prices will depend on article content and length, please enquire about costs. Why not extend your reach and enquire about a dedicated social media package as well?

Homepage Spotlight

Get your advert front and centre on our homepage. A dedicated tile for your company which will link to your chosen URL.

Opportunity	Price per month	Price per 3 months
Homepage Tile	£600	£1000

Sponsored Email Content

With a mailing list of over 20,000 students, take advantage of this direct exposure by including sponsored content within our all-student email newsletters. These are sent approximately once a month and can be split into targeted demographics of students. Whether you want to provide an image or text we can tailor your advertisement to suit you.

Opportunity	Price per email
Image or text-based advert	£400

Sponsored Minisite

Take advantage of our popular pages such as 'The Summer Ball' or 'SCORE' (our weekly club night) with sponsored adverts. Together we can look at ways to present your advert in the most effective way which works with our content and gives you access to a specific target market. Prices available upon request.

Sponsored Event

Host your event on our 'What's On' Page, one of our most visited pages throughout the site. Content can be linked to your own events page elsewhere or hosted within our site.

Social Media

Connect directly with students through our social media channels. Our social medias are a hub of activity and one of the main ways to reach all of the students on campus and beyond. We will talk through your requirements and build you a bespoke package using our popular channels.



Opportunity	Price per post
Facebook post	From £250
Instagram Stories	From £400
TikTok	From £250

Discounts are available for multiple bookings.

Year-round Advertising

Promotional Stand

As a campus-based University, we can offer excellent locations to interact directly with students. Clients consistently comment on how Bath is the best site they have visited and always return. Located either indoors at the heart of our Student Centre, or outside on the main University parade.

Our on-site space provides a very effective method for interacting and engaging face-to-face with students on campus. Whether it is to distribute samples, collect data, or increase brand awareness through an experimental campaign, on-site stalls offer you a chance to be completely creative and really make an impact on students.

Opportunity	Price
Standard space inside the SU 2x2m	From £400
Large space inside the SU 5m+	From £700
Standard stall outdoors 2x2m	From £600
Large space outdoors 5x5m	From £1000
Vehicle activation outdoors 10x10m	From £1400

There are opportunities to look at alternative spaces for larger set ups which will come at an additional cost. Let us know what your ideas are and we'll help you make them come to life!

Flyering

Flyering is such a beneficial way to get that all-important 'in' and drum up discussion with students. Flyer distribution takes place on the Parade which links one end of campus to another and is permitted between 10:00 – 17:00.

Self-staffed flyering (maximum 2,000 flyers): £200



Posters

Located across various points around the SU and campus, posters provide a cost-effective way of delivering a continuous visual presence on site.

Size	No. of sites	Price
A3	5	£20 per week
A1	2	£40 per week

Digital screens

Our digital screens provide high exposure and offer one of the most visually attractive and cost-effective display platforms. The screens are available in both Landscape and Portrait and are situated throughout the SU building and our Arts Building The Edge.

Screen type	Static screens	Animated screens
Landscape x 10	£400 per month	£500 per month
Portrait x 3	£200 per month	£300 per month

Weekly opportunities are also available upon request.

Deals and Discounts Page

We have a dedicated student deals and discounts page on the SU website to draw students' attention to some of the best deals around. There are opportunities to showcase your deals whether they be all year round or one-off deals.

Opportunity	Price	Specification
One-off Student Discount for a month	£50	Image, Description & Link
All year around Student Discount Advert	£250	Image, Description & Link

Opportunities to feature sponsored content are available upon request.

Sponsorship

Events

We hold a wide variety of highly successful events throughout the academic year such as Summer Ball, SU Awards, Varsity, Winter Balls and more. We offer tailored packages for all our events which will help you reach out to the masses or target specific student demographics.

Student Groups

We have over 180 student groups which offer so many opportunities for you to connect directly with students with a specific passion, talent or interest. Each group can provide a uniquely tailored sponsorship package that will be mutually beneficial. So whether you're looking to have your logo on the Hockey club's kit, or attend a debate hosted by the Debating society, there is something to suit you. You can find the full list of clubs and societies at thesubath.com/groups.

Other opportunities

As well as our student groups and events, the SU delivers key services, runs campaigns, celebrates cultural awareness and so much more. We can tailor any sponsorship package to meet your needs and to align with our objectives.



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