



Welcome to The SU University of Bath Media Pack.

With the support of our dedicated and experienced team, we can help you maximise your campaigns through a wide range of digital, face-to-face, and print advertising opportunities.

All 25,000 students at the University of Bath are automatically members of The SU, giving us access to a diverse and highly engaged audience. Our students look to us to help them make the most of their university experience, creating a unique opportunity for brands to connect with them in meaningful ways. As a registered charity, all profits are reinvested back into the student experience, ensuring continued development opportunities and enriching campus life.

Within this pack, you'll find a snapshot of the media opportunities available. We are also always happy to discuss tailored solutions to help you achieve your campaign goals and reach your full potential. All prices listed are exclusive of VAT.

As one of the top universities in the UK, Bath's students represent the future leaders, innovators, and consumers of tomorrow, making them an ideal audience for your brand. Get on board today.

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# **Freshers' Week Advertising**

In September, over 5,000 new students arrive in Bath, alongside thousands of returning students ready to kick off the new academic year. Connecting with students at this early stage presents a valuable opportunity to build meaningful, long-lasting relationships.

With a packed programme of Freshers' Week activities, there are numerous opportunities to engage with this audience through a variety of marketing channels.

If you have ideas for getting involved during the Freshers' period, we'd love to hear from you. We're always happy to create tailored packages to help you make the most of this highly impactful time.



## Freshers' Fair – Friday 25 September

Our Freshers' Fair offers the perfect opportunity to connect with new students. Taking place on Friday 25 September, from 10:00–15:00 in the Founders Sports Hall and the adjacent outdoor green space, the event features a vibrant mix of commercial, University, and Students' Union stalls. It attracts not only our incoming Freshers but is also a firm favourite among returning students.

With an estimated footfall of over 3,000, this is an ideal platform to make a lasting impression and build long-term brand awareness in a lively and engaging environment. Please note that prices may vary depending on your requirements. We offer a range of options, including indoor and outdoor spaces, as well as premium opportunities available on request. All packages include tables, backing boards, and basic power. Spaces are limited, so we recommend getting in touch early to secure your place.

In addition, all stallholders have the option to be featured on our 'Discounts' page, providing a further opportunity to promote any offers or promotions directly to our students.

Type of Stall	Prices From
Premium Stall - 4m+	£2000
Double - 4m x 1.5m	£1500
Single - 2m x 1.5m	£1000
Local Single Stall	£650
Local Double Stall	£900
Charity Single Stall	£300



**Freshers' Fair Queue Advertising**

Take advantage of the opportunity to engage with students beyond the Freshers' Fair while they queue to enter the venue. This is a great chance to interact with those waiting to go inside, as well as those spending time outside exploring the campus. We recommend bringing along goodies and handouts to help spark conversations and leave a lasting impression.

<b>Opportunity</b>	<b>Flyering</b>
Self staffed (2 maximum)	£400

**Bedroom Bags**

Hit the ground running by advertising through our ever-popular branded bags. Distributed to approximately 4,500 students on arrival, these reusable cotton shopper bags are packed with valuable information, vouchers, and exciting freebies. You can take advantage of this opportunity by including inserts within the bags or showcasing your logo directly on them. With sustainability on students' minds, these bags are reused throughout the year, both on and off campus, providing ongoing visibility for your brand.

<b>Opportunity</b>	<b>Price</b>
Logo branding on bags	£1500
4500 A5 inserts	£650
Samples in bags	£400
Local / Charity and NFP A5 Insert	From £250

**Direct Mail**

We're uniquely positioned to connect with students before they arrive at Bath through our direct mailing. Both students and parents eagerly anticipate receiving key information about Freshers' Week delivered straight to their door. This mailing reaches over 3,800 UK-based students, offering an early glimpse into university life. Make a strong first impression by showcasing your business, include an insert and introduce your brand before students even set foot on campus.

<b>Opportunity</b>	<b>Price</b>
3,500 A5 inserts	£1000
Local / Charity and NFP 3,500 A5 inserts	£800

## FW Website

Our website receives an average of over 27,000 visits during the start of term, offering excellent visibility for your brand. There are opportunities to feature a banner on our homepage during this high-traffic period, as well as to showcase tailored brand content on our Freshers' Week minisite.

Availability is limited for these premium placements, so be sure to secure your spot early.

Opportunity	Price
Exclusive Freshers' website banner for a month	£400
Main SU website banner per month	£300
Main SU website banner per 3 months	£500

## Freshers' Week Social Media

Social media during Freshers' Week is one of our most powerful tools for connecting with incoming students and re-engaging returning audiences. We offer opportunities for your brand to feature across Instagram, TikTok, and Facebook during this highly valuable period.

Get in touch to find out more about how you can make the most of these channels and reach students when it matters most.

## Deals and Discounts Page

For every Freshers' Week Booking for 2026 we will give you a Slot on our Deals and Discounts page for FREE for the whole of September and then a 10% discount if you want to extend!

Normal prices as follows:

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

# **Digital Marketing Opportunities**

## Website Banner

Located in a prominent position on our official SU website, thesubath.com, our banner adverts offer a highly effective online branding opportunity. With direct URL linking, your banner can seamlessly drive students straight to a dedicated page on your website, helping to increase traffic, boost engagement, and raise awareness of 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' section. Share a dedicated article, accompanied by an image, published at a time that suits your campaign. Pricing varies depending on the length and content of your article, please get in touch for more details. To maximise your reach, why not enhance your feature with a dedicated social media package?

## 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
*Main E-newsletter: Image or text-based advert	£400
*Clubs and societies E-newsletter: Image or text-based advert	£300

### Sponsored Minisite

Take advantage of our popular pages such as ‘The Summer Ball’ or ‘What’s On’, 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 platforms are a hub of activity and one of the most effective ways to reach students both on campus and beyond.

We’ll work closely with you to understand your objectives and create a bespoke package, using our most popular channels to help you maximise engagement and achieve your campaign goals.



**25K**



**27.2K+**



**3K**

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 offer prime locations for you to interact directly with students. Clients consistently highlight Bath as one of the best sites they visit, and many return year after year. Opportunities are available both indoors, at the heart of our Student Centre, and outdoors along the main University parade.

Our on-site spaces provide a highly effective way to engage with students face-to-face. Whether you're distributing samples, gathering data, or building brand awareness through an experiential campaign, on-site stalls give you the flexibility to be creative and make a meaningful, lasting impact.

<b>Opportunity</b>	<b>Price</b>
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 also opportunities to explore alternative locations for larger or more bespoke activations, which may incur an additional cost. Share your ideas with us, and we'll work with you to bring them to life and create something truly impactful.

**Flying**

Flying is a highly effective way to make that all-important first connection and spark conversation with students. Distribution takes place on the Parade, the main thoroughfare linking both ends of campus, ensuring strong visibility and footfall. Flying is permitted between 10:00 and 17:00, giving you ample opportunity to engage with students throughout the day.

Self-staffed flying (maximum 2,000 flyers): **£200**  
 Flyer display in the SU (maximum 500): **£350**



## 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](http://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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