



25
SEP — 2
OCT

Freshers' Week 2026

at Lancaster University

There are over **24,000** students and staff at Lancaster University, all waiting to hear from you!

We are LUSU!

Lancaster University Student's Union (LUSU), is committed to ensuring Lancaster University students have a fulfilling life at university. We run some of the most vibrant student events on campus and in our nightclub, The Sugarhouse.



18k+
students



16k+
*Instagram
followers*



3k+
*Sugarhouse
weekly
attendance*



2.3 M
*Yearly
website visits*



1k-2.5k
*Instagram
story views*



12k
*Freshers'
Fair 2025
attendance*



Freshers' Fair 2026

Dates: 30th September & 1st October 2026

Freshers' Fair is one of the biggest events of the year! With a footfall of over **12,000** across two days, this is the best event to increase your exposure to our newest students.

Premium Stall

- ★ Prime location
- ★ 3m X 2m
- ★ Up to 6 people per stall
- ★ Space for pull-up banners and larger installations to showcase your brand
- ★ Option to hand out goodie bags and leaflets in the queue
- ★ Powered pitch

£1950 per day

Standard Stall

- Medium-trafficked area
- 2m X 2m
- Up to 4 people per stall
- Limited power available - additional fee if required

£1250 per day

Charity Stall*

- Less-trafficked area
- Up to 2 people per stall
- University society type stall
- Unpowered pitch

£800 per day



All prices ex. VAT

*Charity Stalls reserved for Charities

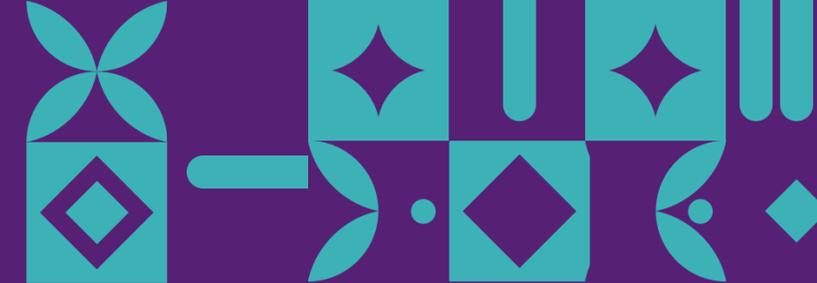


Lancaster University Student's Union | Freshers' Week 2026



Digital opportunities

Want to make an impact online during Freshers' week? We have a variety of advertising options to help you reach students.



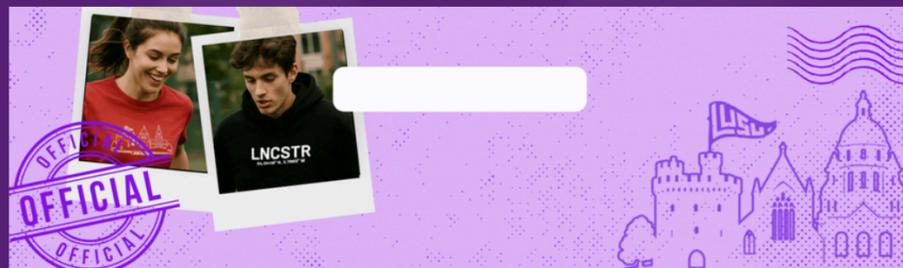
Freshers' Web Banner

Our website has been designed to be more open and effective for students. Adverts on the website will be viewable on all forms of mobile device. Freshers 2025 saw **642,000 visits** to our website.

£750 per month

All prices ex. VAT

1700px X 500px
web spec



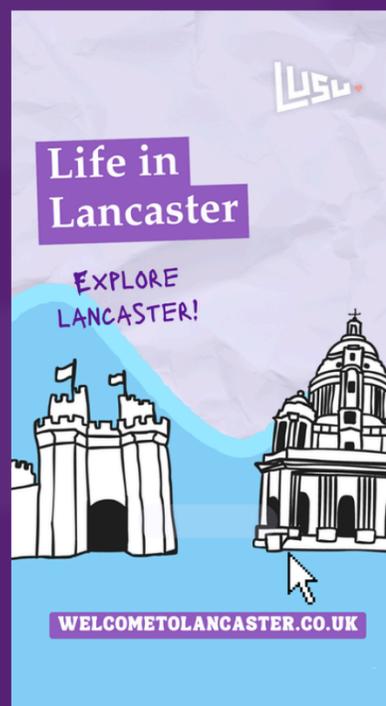
Social Media Story

Our social media channels are the most selective of our media options, but if your messaging matches ours and can offer real benefits to our members then let's talk!

£300 per story

1080px X
1920px
story size

Still or Video
(up to 10
seconds)



Sugarhouse E-Screens

With 13 screens viewable in our SU run nightclub, our plasma screens would be an excellent option to advertise your brand on one of our student nights.

£500 (5 weeks)

1920px X 1080px
plasma screen



On-site opportunities

Our thriving campus is the perfect location to advertise your brand. We have several on-site advertising options to connect with students face to face.



Promotional Day

Spend a day connecting with students on campus in Alexandra Square, the hub of Lancaster University. You will have exclusive rights to commercially advertise for the day.

10am-4pm with the additional options to ask for a table and/or a gazebo. 3m x 3m. 13amp power available on request. Outdoor venue.

From £750

Welcome Week Guide Ad

Distributed to more than **6,000** students in campus accommodation - have your chance to make a lasting impact in our Welcome Guide!

A5 size

Artwork due: Friday 31st July 2026

£300

Promotional Packages

Boost your advertising power with our promotional packages, pairing promotional days with digital advertising **at a discount!**

+£150

Additional 1 x Social Media Story across our platform

1080px X 1920px

+£400

Additional 1 x Month Web Banner on our website

1700px X 500px



All prices ex. VAT



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Get in touch!

Advertise with LUSU

lusuadvertising@lancaster.ac.uk

07301 202338



Lancaster University Student's Union