

Marketing Opportunities

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' week opportunities

Freshers' Period: 2nd Oct - 9th Oct 2026

There are many opportunities to be involved in Freshers' Week! Campus comes alive in this week and is an excellent opportunity to showcase your brand to students

On-site

Freshers' Fair 2026

This 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. The event will be held on **7th Oct & 8th Oct**.

Stalls from £800

Promotional Day

Engage students face to face in Alexandra Square, the hub of campus life with 2,000 footfall per day. Including optional tables and gazebo.

Stalls from £750

All prices ex. VAT.

[Find out more about Freshers' Week 2026 here!](#)

Digital

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

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

The 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)

Print Media

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!

£300

SCAN Advertisement

SCAN Lancaster (Student Comment and News) is our student newspaper est. 1967, making it one of the longest running student publications in Europe.

From £400



Online opportunities

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

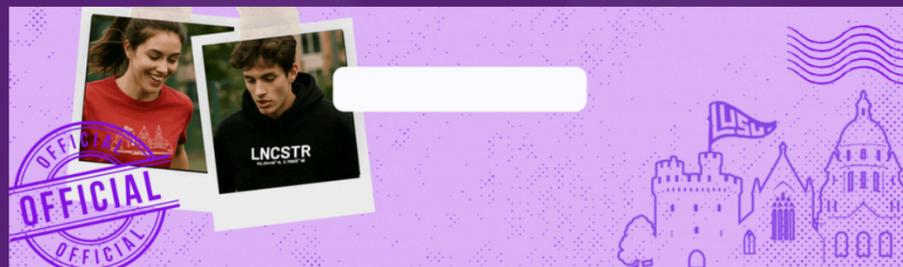
Web Banner

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. Currently, we have over **10,000 visits** a month.

£500 per month

All prices ex. VAT. Prices exclusive of Freshers' Week

1700px X 500px
web spec



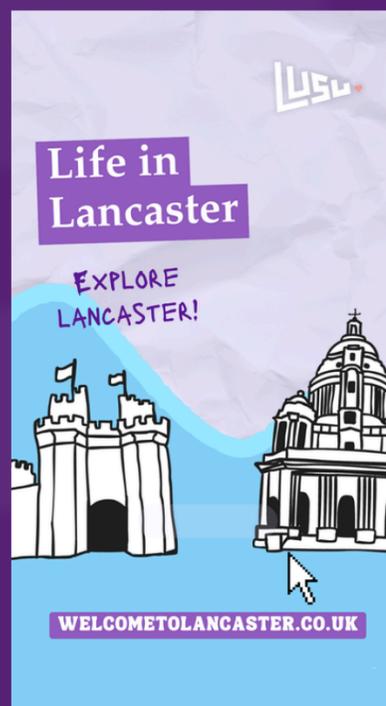
Social Media Story

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!

£250 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.

£100 per week

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 £700

Flyer Distribution

Make an impression on up to 18,000 students! Flyer distribution takes place at busy periods during the University day, providing you with the most effective coverage possible. Flyering is done through trained student staff members who know the best locations to target students come rain or shine.

From £250

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. Prices exclusive of Freshers' Week



Get in touch!

Advertise with LUSU

lusuadvertising@lancaster.ac.uk

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Lancaster University Student's Union