



LANCASTER UNIVERSITY STUDENTS' UNION

lancastersu.co.uk



FRESHERS

DIGITAL

**FACE TO
FACE**

**OTHER
OPPORTUNITIES**

FRESHERS

THERE ARE
OVER 13,000
STUDENTS AT
LANCASTER
UNIVERSITY,
**ALL WAITING
TO HEAR
FROM YOU**

FRESHERS' FAIR

The Freshers' Fair at Lancaster University is one of the busiest student gatherings across the UK. With room for over 90 stalls and a footfall of approximately 6,000 students it provides a perfect platform to introduce your business to the student market. As well as first year students the Fair is popular with returning students from all years.

We have 2 stall types, basic stalls and premium stalls. Premium stalls are located in the best locations within the Great Hall complex and allow for banners increasing your physical presence.

	Local	National
Standard Stall	£700	£950
Premium Stall	£1,250	£1,500

BIG NIGHT OUT

Occuring in Freshers' Week, the Big Night Out is a rite of passage taking approximately 4,500 students on a guided tour of up to 12 bars and clubs within Lancaster before ending up at the Students' Union run nightclub, the Sugarhouse. Being part of the Big Night Out entitles you to be on the route for further Big Night Out events which occur during the year attracting approximately 1,200 students.

Price £1,400 (not applicable to National partners).

POCKET LANCASTER

Proving a great hit with new students Pocket Lancaster is a high quality pocket sized map of the University campus with supporting advertising space. The map is handed out throughout Freshers' Week and available all year long.

	Local	National
Printed Map	£180	£300

WALLPLANNER

With over 13,000 students at Lancaster the wall planner is a perfect method to get your brand into student accommodation. A very popular advertising tool it is available throughout Freshers' Week and beyond. We have 4 sizes of advert available on the wallplanner but space is limited so we encourage early enquiries.

	Local	National
Small	£200	£300
Medium	£340	£500
Large	£600	£900
Extra Large	£1,150	£1,400

RETURNERS EMAIL

Digital media is an ever growing success for communicating with students and as a result we have moved from mail to email. Returners email advertising allows for communication with approximately 8,000 students before they arrive back at University for a new academic year.

	Local	National
Small 186 x 186 pixels	£200	£400
Medium 289 x 186 pixels	£275	£490
Large* 589 x 186 pixels	£400	£600
*Shows on Mobile Devices		

NEW STUDENTS EMAIL

Being able to get your message to new students before they arrive at Lancaster University is an outstanding opportunity to introduce your business and services prior to their arrival in the City.

	Local	National
Small 186 x 186 pixels	£225	£450
Medium 289 x 186 pixels	£325	£590
Large* 589 x 186 pixels	£450	£700
*Shows on Mobile Devices		

“We were able to flex our offer specifically to Lancaster students through guidance from the Students’ Union and this was a big factor in the huge success of our competition.”

Tom Stone - Global Brand Development,
Surf, Unilever

Competition: Unilever Ice Cream Send Off

“Working with the Students’ Union has had an incredible impact on our business. Through their professional approach and regular communications, not only have we reached thousands of students, but we have had the opportunity to reach thousands of staff and parents too!”

Steven Greenhalf, The Plough Inn at Galgate

SQUEAK

A weekly email sent to approximately 13,000 students with important student information.

Advertising through Squeak allows your message to go directly to students with click-through facilities to your own webpage.

Sizes vary from a small advert through to a banner sized advert which can be viewed on all mobile devices.

	Local	National
Small 186 x 186 pixels	£80	£100
Medium 289 x 186 pixels	£120	£200
Large 598 x 186 pixels	£240	£300

WEB ADVERTISEMENT

Our website has been redesigned to be more open and effective for students.

Currently we have over 20,000 visits a month with 11,000 of these being unique. Adverts on the website will be viewable on all forms of mobile device. Spaces are limited with 2 sizes which both last for 5 weeks (half a term).

	Local	National
Medium 205 x 85 pixels	£250	£350
XL 980 x 160 pixels	£450	£600

SCAN WEB ADVERTISEMENT

Our student led newspaper SCAN has its own website which receives approximately 5,000 unique visits per month and has articles linked through social media increasing its coverage. Adverts on here offer 3 sizes including a homepage insertion and are available for 5 week display periods.

	Local	National
Small Ad: Story page 225 x 225 pixels	£200	£300
Large Ad: Story page 640 x 200 pixels	£300	£400
Skyscraper: All pages 160 x 600 pixels	£400	£500

SOCIAL MEDIA POSTS

With over 14,000 followers on Facebook and over 6,700 on Twitter if you have a message this is a great option to get it out to our students.

Use text, images and web links to make sure your post is seen. Boosted / Sponsored posts available, for prices and further details please get in contact.

	Local	National
Social Media Post		
1 Facebook and 1 Twitter	£100	£150

SUGARHOUSE PLASMA SCREENS

The Sugarhouse is the Students' Union run nightclub within Lancaster City Centre. **With a footfall of approximately 120,000 students per year the venue is open Wednesday, Friday and Saturday each week and occasionally opening for other events throughout the year.**

Recently installed screens allow for advertising on a rotation across 4 screens distributed at prime locations around the venue.

	Local	National
1 week Wed/Fri/Sat*	£80	£110
1 month Wed/Fri/Sat*	£300	£400
*Rotation of 7 adverts - 4 screens		

FACE TO FACE

PURPLE

Being a Purple card partner is a unique opportunity to attract footfall from our 7,500+ student and staff card members, by offering member discounts that are relevant to them.

OFFER OF THE WEEK

Provides you with a multi-facet promotion package that includes Purple web site banners and display ads on the weekly Purple email.

CAMPUS E-SCREENS

Campus e-screens coming soon.

FLYERS

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.

	Local	National
1000 flyers	£100	£200

PROMOTIONAL DAYS

Promotional days enable access to Alexandra Square, the heart of campus. You are provided with a marquee and table between 10am and 5pm. One of the most effective methods of communication with the student market is by face to face contact. As a result, promotional days are becoming more and more popular with businesses using out-of-the-box thinking to attract student attention.

	Local	National
Alex Square	£220	£600

SCAN ADVERT

SCAN is the official Students' Union newspaper produced by students, for students. With a target audience of over 12,000 students we currently print approximately 2,200 copies. SCAN is sent to print fortnightly and distributed within campus bars, the library and study areas as well as at the colleges. **SCAN is the only form of advertising allowed in learning environments on campus.**

	Local	National
Quarter Page 173.5 x 137mm	£220	£350
Half Page 274 x 173.5mm	£370	£500
Full Page 274 x 347mm	£700	£800

OTHER OPPORTUNITIES

Lancaster University Students' Union runs events throughout the year, so there are always opportunities for you and your business to get involved.

From events such as Roses - our sporting highlight of the year where sporting teams from Lancaster go head to head with the best from York University, to our famous Christmas Market, whatever business you run, there is something you can get involved in.

Our ever expanding marketing service allows us to offer bespoke packages for your business maximising student engagement on a much larger scale. For more information on this service please contact us directly.

**As a Union we look forward to
working with you to maximise
your engagement with our
students on Lancaster
University Campus.**





REQUIRE MORE INFORMATION...?

Interested but want to know more, just get in touch.

email s.powers@lancaster.ac.uk phone **01524 593422**

Lancaster University Students' Union,
Bowland College, Bailrigg, Lancaster LA1 4YT

lancastersu.co.uk



THANK YOU!

Lancaster University Students' Union is a not-for-profit organisation, meaning 100% of everything we earn gets put straight back into the services we provide for students. This would not be possible without your support, for this, and on behalf of 13,000 students, Thank you.