

Anglia Ruskin Students' Union Media Pack 2013/2014



Advertise to 30,000+ Anglia Ruskin Students

Today our total student population is over 30,000 making Anglia Ruskin University one of the largest universities in the country, and the largest in the East of England.

Our main campuses are in Cambridge (c.10,000 students) and Chelmsford (c.12,000 students) but Anglia Ruskin also has campuses in Peterborough, Harlow and Kings Lynn. Anglia Ruskin attracts students not only from the UK but in increasing numbers from mainland Europe and from further afield. Our online marketing tools are able to hit a worldwide audience.

Advertising opportunities targeting 30,000 students at Anglia Ruskin University.

Anglia Ruskin Students' Union now offers advertisers over 11 cost-effective media channels – from the ever-popular Freshers Fair to posters around the University buildings. If you know what you're interested in and simply want to confirm a booking then please contact us to confirm the details. Alternatively, if you're not sure and want some advice then we'd be delighted to discuss how to get the most out of a fixed budget – and how to benefit bespoke combination packages.

To book any of the advertising opportunities listed in this media pack, or for more information, please contact us on:

Tel: 0845 196 2253 Free phone

Email: media@angliastudent.com

At-a-glance Media Options & Costs

Advertise before students arrive on campus:

Freshers' Welcome e-Mailout (Digitally sent to the homes of up to 5000 new students)

£100 per 1,000

Calendar Ads:

Delivered to every new student in their halls (approx. 4000)

From £175 per advert
(A7 size perforated voucher)

Arrivals Map distributed to every new student:

£100 per advert

Freshers Fair Cambridge:

From £300

Freshers Fair Chelmsford:

From £200

Posters around campus and halls:

From £50 per month

Website Advertising:

£150 per month

E-Mail banner advert:

From £50 per 1,000 emails, total database 22,000

Leafleting on campus:

£150 per 1000 leaflets

Door Drops

(Cambridge only): £120 per 1000 leaflets

Sponsorship of events

Contact us for packages

On site promotional stands

From £100 per day

Great discounts for not-for-profit organisations

Tel: 0845 196 2253 Free phone - Email: Luke on media@angliastudent.com

Freshers Fair 2012

As the ultimate event in Freshers' Week, the Freshers' Fair is a must if you want to interact with the Student Market!

With thousands of students in attendance, the Freshers' Fair is the ideal opportunity for you to capture the lucrative student market on campus, face-to-face with your potential customers. This is a crucial time to establish awareness and build lasting relationships at the beginning of a new, independent student life. Anglia Ruskin has two large campuses - Cambridge and Chelmsford with the student population being split almost equally between the two sites. Both fairs attract a large number of students, with discounts available for early advertisers keen not to miss out on the opportunities available.

Cambridge Fair: 27th September 2013

Local companies: £300 + VAT

National companies: £500 + VAT

Premium Stall (4): £600 + VAT

Registered charities: £80 + VAT (Only 5 stalls available)

Chelmsford Fair: 1st October 2013

Local companies: £200 + VAT

National companies: £300 + VAT

Registered charities: £80 + VAT (Only 4 stalls available)

**First come
First served
This will sell out**



**7000+ Students*
150+ Organisations
100+ Student Clubs**

**over the two dates*

PLEASE NOTE CARRIER BAGS ARE NOT PERMITTED AT THE Tel: 0845 196 2253 Free phone -

Anglia Ruskin's welcome e-mail

Anglia Ruskin Students' Union introduces itself to new students with a digital Mail Out during early September.

This is made up of the SU handbook and adverts from companies. These are dispatched to students' homes digitally before they arrive on campus and are therefore ideal for advertisers keen to:

- a) Promote their products and services to students before the competition;
- b) Communicate with students.

Please note that space on the mailout is very limited so early booking is essential!

Coverage: up to 5,000 Freshers

Insert Format: Max size 600px by 150px

Cost: £100 + VAT per 1,000

Booking / Artwork Deadline: 31st August 2012

Calendar

Advertise in the Student calendar packed with essential info needed for life as a student

To welcome new students, the SU produces a full colour a4 calendar packed with everything new students need to know when coming to university.

The calendar is distributed throughout Freshers' Week and the rest of the academic year. The calendar provides information on every aspect of student life and as such is an essential companion for Anglia Ruskin's new student intake. This is an excellent opportunity for advertisers to extend the shelf-life' of their advert well beyond the first fortnight.

4,000 copies of the calendar are printed, with limited space for advertising. Due to this limited advertising and the print date, spaces need to be booked by 15th July 2012.

A7 pull out voucher (back page) - £175

A6 pull out voucher (back page) - £300

A5 pull out voucher (back page) - £400

Banner advert (9 available) full A4 width , 30mm high - £200

Your event featured on the calendar - £25 per event

Posters

Placed in the busiest locations within the Union, posters are a simple, but successful way to reinforce your message to the student market!

With several posters you can re-enforce the same message at a number of locations across the University. We control a large number of poster sites around both the university buildings and student halls on both campuses.

Format Cost Per Month

A4 x 15 £50 + VAT

A3 x 10 £70 + VAT

Banner Advertising

Get your company/organisation noticed within the university by students and staff with a banner displayed over the new courtyard in the Lord Ashcroft building visible by every person passing through the campus.

For big impact low cost advertising this is a good option.

Weekly Cost £50 + VAT
Banner 3m wide x 1m high

Banner to be supplied by advertiser

Arrivals Map

Stay on students' agendas all year by placing an advert on the official SU Arrivals Map!

Anglia Ruskin SU produces a map of the local area for incoming students. These are delivered to every new student's room and are extremely popular. Advertisers will have a border advert and their location marked on the map itself. The print run ensures 100% coverage in student accommodation.

Competitive rates for this advertising space means that the map always sells out early - don't be disappointed.

Please ask for a pdf sample copy sent by e-mail

Border Ad: £100 + VAT
Artwork Deadline: 1st August 2011
Size: 40mm x 40mm

Stalls on Campus

Meet students face to face by booking a day on one of our campuses. the stalls can be used to promote your product or service directly to students. Please call to arrange a bespoke event

Local companies & organisations £100 per day
National companies & organisations £200 per day

Website Adverts - www.angliastudent.com

Online advertising provides an accessible, informative and interactive way to raise student interest!

Our website is bigger and better than ever. With it's innovative, customisable home page students can now tailor content to suit their specific needs and as such is more widely used than ever before. It is the first point of contact for information on student news and events. Online advertising literally puts you at the fingertips of thousands of students. 2010 saw 20,000 students access the site during the freshers period.

Ad Type Size pixels (WxH) Cost Per Month Pages on:
Small Banner 450 x 75 £150 + VAT
Banner 900 x 45 £250 + VAT

SU Email Newsletter

The Students' Union sends a fortnightly e-mail to all registered SU members. The SU Byte is our Union news and information email, currently sent out to approx 20,000 students on a fortnightly basis. Emails can be targeted to specific campuses or faculties. We allow for 4 horizontal banner adverts per edition. Call for a quote specific to your target audience.

Banner Ad and link to your website
£50 + VAT per 1000
Format: RGB 72dpi animated GIF or JPEG

Leafleting

If you want to distribute leaflets or samples but don't need a stand on campus then a simple leafleting or sampling campaign is likely to be the best option.

Our friendly and professional staff can distribute around 500 items per day. Our staff use their excellent knowledge of the campus to select the best areas for distribution at different times of the day.

Cost: £150 + VAT per 1000

Door Drops Leafleting to Halls of Residence

(Cambridge only)

Door-drops provide advertisers with a great opportunity to promote to students in the comfort of their 'new home'. Students are certain to see the promotion, and this is reflected in the excellent response rates achieved.

Coverage: 1500 rooms
Cost: £225 + VAT per 1500

Sponsorship

Anglia Ruskin Students' Union run a variety of events through the year that we are always looking for sponsorship for. The events range from large one off events such as the annual formal balls through to regular club nights and smaller bespoke activity within the university.

Sponsorship can be via financial donations or through the supply of services such as food vendors, activities, technical services or any other skills or services that may be useful to us.

For more information please contact us.

How to book

- 1** Choose the media option that best suits you, or give us a call and we can offer advice and bespoke packages designed around your needs
- 2** Call or e-mail to request a booking form
- 3** Complete the online booking form
www.surveymonkey.com/s/ARUMEDIA2013
- 4** We'll inform you when your booking is complete and send you a contract and invoice accordingly

This is the best way to market yourself to students at Anglia Ruskin

Call

0845 196 2253 Free phone

E-mail

media@angliastudent.com

Online

www.angliastudent.com/advertise

By post

Anglia Ruskin Students' Union
East Road
Cambridge
CB1 1PT



Anglia Ruskin
Students' Union

