

The background image is a blue-tinted photograph of a university campus. In the upper half, a large, modern multi-story building with a grid-like window pattern is visible against a cloudy sky. In the lower half, a fair or market is taking place with several white pop-up tents and a crowd of people. The overall scene is captured from an elevated perspective.

Freshers advertising

with **upsu**
university of plymouth students' union

2019/2020


Likes
29K+

15 digital screens
in our venue
your image appears once per min



upsu
university of plymouth students' union



website
upsu.com



10K+
views
per month

2.5K
views
per day

*on average **over 10% open rate

A large, dense crowd of young people, likely students, is shown at what appears to be a party or event. The image is heavily overlaid with a semi-transparent purple color. In the background, there are large, stylized letters, possibly spelling 'SAFE' or 'GSM'. A person in the crowd is wearing a black t-shirt with the text 'HENRI I' visible. In the upper left corner, there is a piece of equipment labeled 'vaporizer'. The overall atmosphere is lively and social.

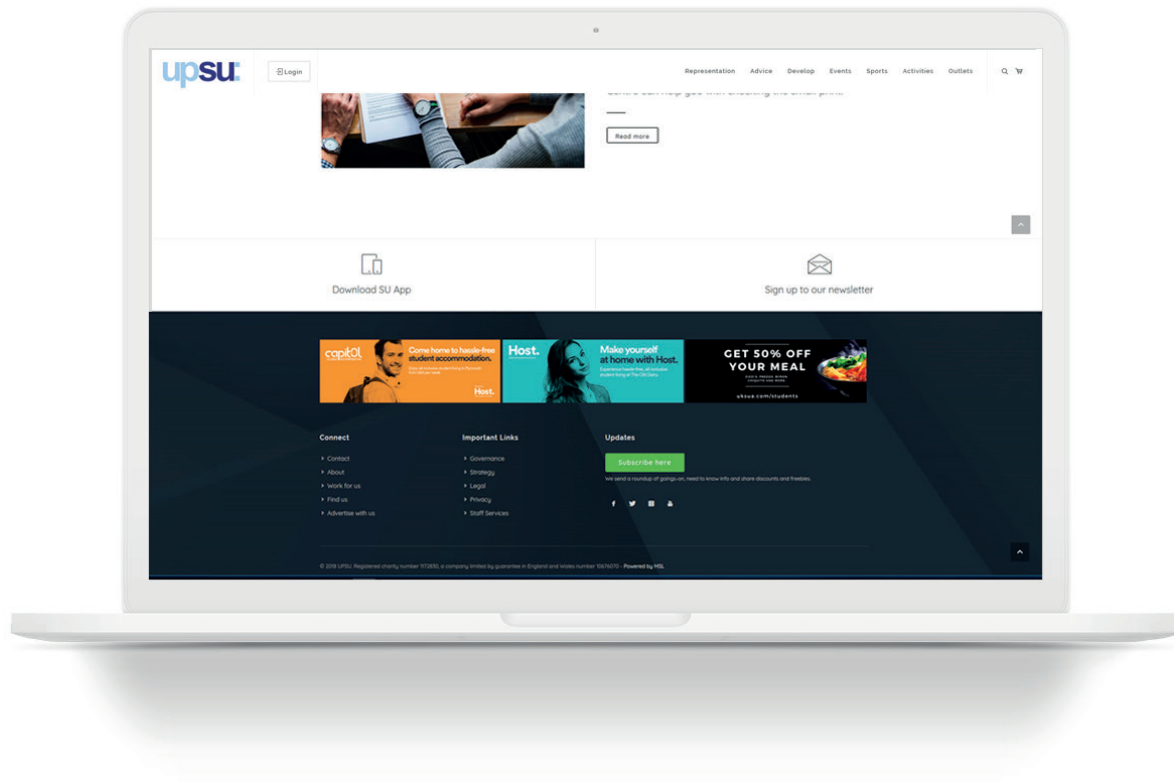
advertising prices at UPSU



online

Our website attracts 1000's of views per day, over September 2018 we had over 400,000 page views to upsu.com.

This is a great opportunity for your company to offer chances for students to sign up for offers, discounts and information prior to and during their time at university, this could be for fresher's coming to uni for the first time, or students who are coming back for their final year and could need something you offer.



upsu.com Footer

Footer advertisements are located on rotation, on every page of UPSU.com in mobile and desktop forms. These link through to an external page of your choice.

Month: £300+VAT

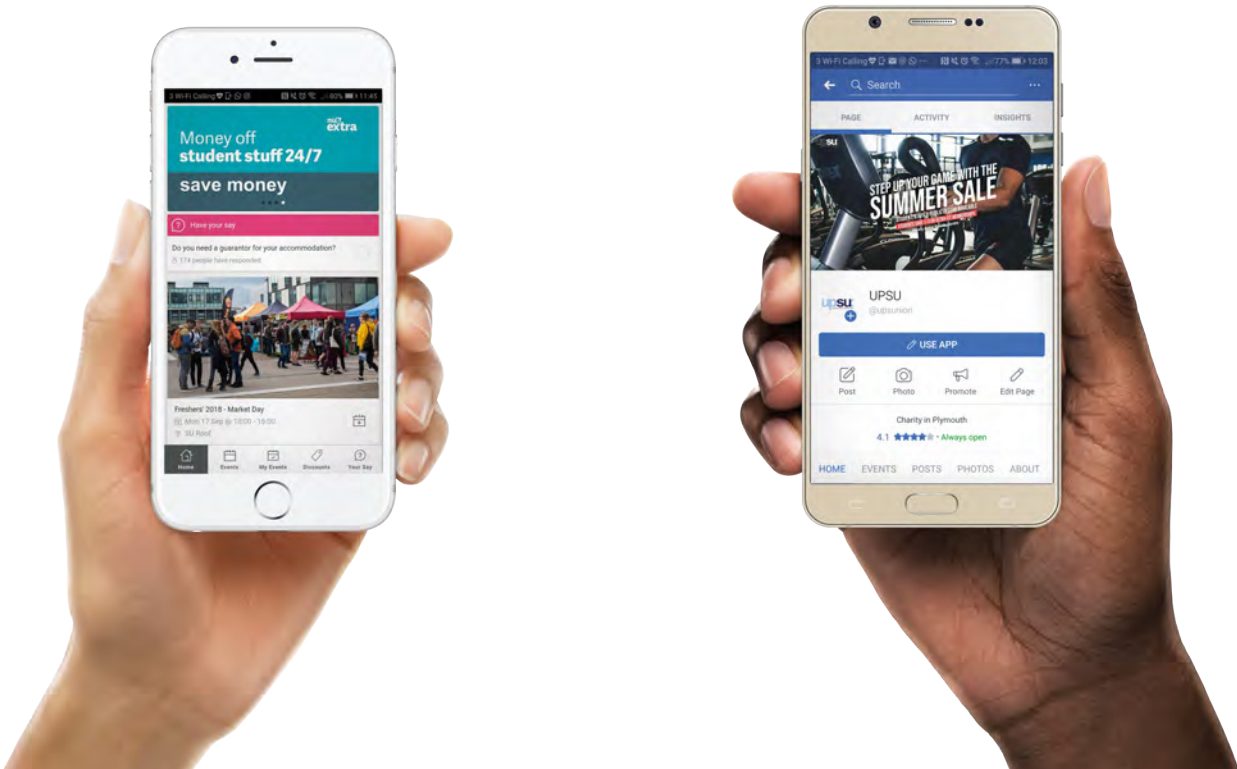
Social Media

With one of the largest student social media communities in the country, our platforms are the perfect place to reach students quickly and effectively. With our Facebook, Twitter, Instagram and YouTube channels our portfolio is perfect for you to speak with our Students.

Facebook Post onto @UPSU wall: £250 + VAT

Tweet from UPSU: £100 + VAT

Instagram post from UPSU: £250 + VAT





face to face

Come on site and meet our students, pitch them your brand, flyer across the roof between the library and the SU. This area sees footfall of around 10,000 students per day.



Stand on SU campus Indoor / Outdoor

Our North Entrance is the perfect place to connect with students. Situated next to our busy coffee shop this high footfall area is perfect to introduce your brand.

Single Day: £250+VAT

On the SU roof is a mid-point between the library, our SU Shop and the main entrance on to campus so it is one of the highest footfall areas on site.

Single Day: £350+VAT

Contact us to discuss the space.

Bespoke / Outdoor activity

If you want to do something a little different then please get in touch - we have the passion and the expertise to support your brand.

**4 x 4m Pitch Inc Electricity & WIFI:
£450+VAT**

**8 x 8m Pitch Inc Electricity & WIFI:
£600+VAT**

If you require a larger pitch or want to check suitability please contact us now.



print

We can distribute 1000s of leaflets, wall planners and brochures. These are distributed prior to arrival, in halls and throughout the year. This is an ideal way for you to get your company's information straight into the hands of students and gain customers, not only throughout their university life, but also throughout their life after university.



Table Branding

Our venue is multi-use and see's thousands of students through it's doors on a daily basis. Have your campaign at the heart of The SU by branding up some of our tables with hard wearing vinyl. Please contact us for current availability and specs. (client supplies print)

Month - £30 Per Table

Poster (prices per poster)

We have a number of poster sites within our Nightclub/café/venue entrances. The 6-sheet poster are displayed in our SU Main Entrance, with over 10,000 students queuing in this space over the week it is a prime location for your poster to be displayed. The smaller prints will be located in our South Entrance, with similar footfall this is the main entrance throughout the daytime in to our Café and Bar.

Month:

A0 - £200

A1 - £175

A2 - £150

A3 - £100

Digital Screen Advertising

The SU has 15 screens in the venue that are perfect for dynamic advertising. This can be a GIF, Video, Image. 1920 x 1080. With around 3000+ students walking through the SU during freshers' its a great opportunity to add interesting content to our screens

Month: £150+VAT

freshers' fair

Tuesday 17 September 2019

Standard Stall Indoors

Maximum 3 Staff Members.
Electricity and WIFI.
2 x 1m Table, Chairs.

£500 + VAT

Standard Stall **Outdoors**

Primary Location, Electricity & WIFI
Maximum 8 Staff Members.

£800 + VAT

Vehicle Space

Centre of Campus. Electricity & WIFI
Up to Double Decker Bus
(if more space is needed, please contact
to discuss)

£1000 + VAT

* All pricing is + VAT unless otherwise stated