

TARGET YOUR STUDENT MARKET

in partnership with University of Brighton Students' Union

Freshers' Fairs
Wallplanner
Ents Guide
Summer Mailshots
SU Newspaper
Halls Drops
Web Advertising
Welcome Bags
Plasma TV screen
Advertising
Bespoke promotions



Reach up to 21,000 students!

Within this marketing brochure you will find a complete overview of the extensive marketing opportunities available to you this year; from pre-arrival mailouts to regular on site stall hire throughout the year; you can be sure that your brand and message will be noticed by our students.

There has never been a better time to invest in marketing to students. Students have a set income and access to funds throughout the academic year; meaning students will continue to support businesses all year round.

Brighton SU staff will provide professional support and guidance to ensure you gain the maximum impact.

We will be offering great discounts on package prices to help your marketing budget go even further. If you book and pay for your Freshers' Fair stalls in advance you can receive significant discounts on other promotions.

You will see that we are offering more ways of reaching our 21,000 students including web advertising, email and sponsorship opportunities for our high profile media and events.

So whether you want to meet our students face to face, mail out to them or take advantage of our extensive advertising, feel free to contact us on 01273 642896 or email ha22@bton.ac.uk.

We look forward to working with you throughout the year.



Harvey Atkinson

Membership Communications Manager

What we have to offer – at a glance

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Freshers' Fair

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Your chance to self promote and meet over 6500 students in the Brighton & Eastbourne areas



Sponsorship Opportunities

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You can be the main sponsor for:

- The Freshers' Fair
- A special edition of the Union newspaper
- The Union's Essential Guide
- The Union Mailout to students
- The Union Wallplanner



www.ubsu.net advertising

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You could have:

- A banner ad on our homepage
- Your logo and advertorial in a Union wide e-newsletter directly sent to students' in-boxes



The Students' Union Newspaper

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Take out an ad in our official newspaper *The Verse* and reach over 7500 students every month.

- Sponsor the Freshers' Edition



Ents Guide

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New for 2010! A great way to fill your venues with students from the start of term



Halls Drops

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Make sure you are the first thing that our students see when they get to their rooms in Halls



Summer Mail Shots

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A sure fire way to get your message across by direct mail to students' home addresses



Student Welcome Bags

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Be part of our quality goody bags, these are extremely popular with our students



Posters on Campus

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You supply the posters and we will put them up!

The chance to meet **over 6500 students** in the Brighton and Eastbourne areas. The definitive event of Freshers' Week in terms of students finding their way in a new city. **Over 400 stalls across two campuses** ensure that the Freshers' Fair is where the savvy organisations go to get noticed. Book as soon as possible to ensure you get the place you want!

The Freshers' Fair was superbly organised and all of those involved in the running of this were enthusiastic, friendly and professional at all times.

Kerry Evans, Reed Employment



Tuesday 28 September
EASTBOURNE Sports Hall
10.00 to 2.00

Wednesday 29 September
BRIGHTON Racecourse
10.00 to 3.00

It is a great, productive way of ensuring our brand and message is out there to future consumers and it is always a positive, pleasurable, cost effective experience.

Helen Thorpe, Consumer Direct South East

Attending Brighton Uni Freshers' Fair was a must do. Whilst being extremely busy, the opportunity to introduce ourselves to the new students and interact with them proved invaluable. We committed to sponsoring next year's event on the day.

Dave Stone, Events Director, Digital Brighton

The service from SU staff was extremely professional and efficient.

Julie Cziborra, Royal Bank of Scotland

From just **£180+ VAT**

- All pitches include a 6' by 2' trestle table and 2 chairs
- Room for 3 persons standing or 2 seated
- Many pitches powered
- Discount for early bookers
- You choose your preferred location
- Book early to secure the best pitch!

All prices shown are exclusive of VAT Reg No. 315 9910 49

Generous discounts available for serial adverts booked in advance

Choose Your Preferred Location

Please indicate on the floor plan your preferred location and return this with your cheque payment by 13 August 2010

Remember, not all stalls have electricity; so if you want power make sure you choose the right pitch!

You can see what pitches remain by logging on to the Student Media Group On-line booking system. Web address available from Harvey Atkinson on ha22@bton.co.uk.

Power Supply

There is a £10+VAT charge for use of a power supply, but please make sure you select a pitch from the powered section of the respective floor plan/s and indicate **ELECTRICITY REQUIRED** in the special requirements box on the booking form. You will be required to supply your own equipment (laptop, video, TV) complete with all appropriate cabling. We only supply the power outlet.

Use of Your Own Electrical Equipment

You may wish to promote your organisation through DVD, videotape or powerpoint presentations.

All portable appliances will be subject to safety testing on the day by a professional.

Any equipment which is deemed unsafe or causes the power supply to trip will be removed from use. Please do not bring your own sound equipment to the fair. Local sound from VT, CD or DVD is acceptable if played through a portable appliance but if the noise level is deemed to be extreme, you will be asked to remove the equipment and may be escorted from the Fair.



DJ Sessions

We regret to inform exhibitors that there are no opportunities to run DJ sessions in the main exhibition halls.

Additional Exhibitor Information

Brighton SU reserves the right to restrict entry. All exhibitors must comply with Brighton SU's Equal Opportunities, Ethical & Environmental and Health & Safety policies, copies of which are available on request. In addition, exhibitors are requested to comply with the University of Brighton's smoking, alcohol and illegal substances policies, copies of which are also available on request. Any exhibitor in breach of said policies will be asked to leave.

Exhibitor Products and Promotions

Please note that no food or drink will be allowed in the Eastbourne Hall at any point, please do not provide students with drinks, sweets or food products which may be opened and/or consumed prior to leaving the exhibition hall.

Please note that no balloons of any sort will be allowed in the Eastbourne Hall or surrounding areas in accordance with University regulations. In accordance with the University's wishes, no alcohol in any form is to be distributed, sampled or sold at either of the Freshers' Fairs. Any alcohol found by Brighton SU will be confiscated and enjoyed at our leisure.

Please ensure that you stay at your stall and do not roam. There is to be no poster on the walls of either fair unless you are the sole sponsor and then only in the designated areas.

No stickers to be distributed. Any exhibitor breaking these rules will be asked to leave the fair immediately and any stickers that are found on tressle tables or venue fixtures and fittings will be chargeable at £10 per table and £100 per venue.

STALL PRICES

Brighton Fair only	If booked and paid before 13 August 2010	£500
	After 13 August 2010	£665
Eastbourne Fair only	If booked and paid before 13 August 2010	£180
	After 13 August 2010	£250
Both Fairs	If booked and paid before 13 August 2010	£600
	After 13 August 2010	£800

All prices shown are exclusive of VAT Reg No. 315 9910 49

For more information please contact Harvey Atkinson on 01273 642896 or email ha22@bton.ac.uk

Sponsorship Opportunities

Reinforce your brand, product or message on a daily basis

Be a main sponsor of the Freshers' Fair

As a sponsor you will receive prominent branding opportunities throughout the Brighton Freshers' Fair, reaching 4500 students in one day. Branding includes ceiling panels, samurai flags, your brand on our information packs to students and extensive postering in bespoke frames throughout the fair.

from £3000



New for 2010, sponsor an edition of the Union newspaper

Have your brand and design on a banner advert on the front page of the newspaper, and on every subsequent page inside. An extremely cost effective opportunity to reach 7500 readers.

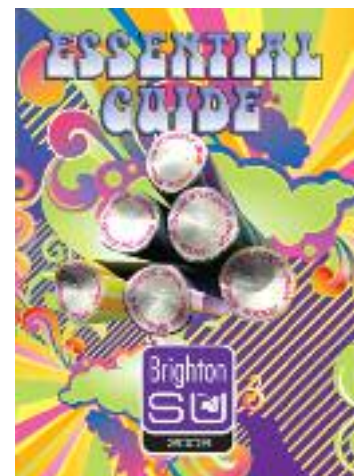
from £500



Sponsor the Union's Essential Guide

Be a part of the Union's Official Essential Guide, the price includes a full page advert in the guide which is directly mailed out to 4500 Freshers at their home addresses before they arrive at university.

from £1200



Sponsor the Union Mailout

A great opportunity to have your brand placed on all 4500 mailout envelopes. Place your brand and your web address on the front of the mailout envelope, which is directly mailed out to 4500 Freshers' home addresses.

from £500

Sponsor the Union Wallplanner

Brighton SU's Academic Year Wallplanner is an A2 sized full colour poster and is distributed to all halls students via the communal kitchens. Brighton SU staff personally pin the wallplanners to the kitchen notice boards prior to the students' arrival at the end of September. The wallplanners are very popular and remain in situ throughout the year.

from £500



All prices shown are exclusive of VAT Reg No. 315 9910 49

Generous discounts available for serial adverts booked in advance

Advertise on our new look website

Advertise on ubsu.net, the definitive student website. With over 10,000 unique visitors during the Freshers' period, this is a cost effective way to reach and retain your student market all year round.

**Web banners from
£100_{+vat} per month**

**Sponsor the website for
the year from £2000_{+vat}**



with over
10,000
unique visitors
during the
Freshers' period



**Email to over 6000
students from £200_{+vat}**

PRICING FOR WEB BANNER

Web Banner for one month	£100
Web Banner for four months	£300
Web Banner for 12 months	£700
Refresh your banner design	£50
Lozenge Advert for 12 months One year of uninterrupted advertising on all the main pages of ubsu.net	£2000
Single Email Shot	£200

All prices shown are exclusive of VAT Reg No. 315 9910 49

For more information please contact Harvey Atkinson on 01273 642896 or email ha22@bton.ac.uk

Freshers' Edition



'A sure fire way of reaching our student audience'

'Ad rates that are realistic'

'Helpful advertising staff'

'A well written and informative read'

Sponsor the Freshers' edition for £1500

Be the main sponsor and receive a front page banner ad, internal banner ad on all pages, one full page colour ad and advertorial of 300 words to help further promote your business

The official newspaper of the University of Brighton Students' Union

The all new The Verse is the Union's very own tabloid newspaper which provides you with a regular opportunity to reach over 7500 students every month.

The Verse is packed with life style features, student sport, current affairs and light entertainment. The newspaper is distributed across the University, in halls of residence, communal areas, Brighton SU outlets and in Brighton and Eastbourne town venues. All editions of The Verse are available to download from the Brighton SU website www.ubsu.net thus giving your advert extra coverage on the web at no extra charge

Advertorial and competitions can be arranged as part of your advertising needs.

ADVERTISING RATES - FRESHERS' EDITION

Full page	portrait	264 x 350mm	<i>(rest of the year £500)</i>	£650
Half page	portrait	132 x 350mm	<i>(rest of the year £375)</i>	£475
	landscape	264 x 175mm		
Quarter page	portrait	132 x 175mm	<i>(rest of the year £225)</i>	£275
Internal banner	landscape	264 x 40mm	<i>(rest of the year £150)</i>	£225 <small>(per page)</small>
Front page banner	landscape	264 x 40mm	<i>(rest of the year £275)</i>	£425

All prices shown are exclusive of VAT Reg No. 315 9910 49

Generous discounts available for serial adverts booked in advance

The SU Official Entertainment Guide



Brighton SU will be producing a Freshers' Special Entertainment Guide with a map inside. This full colour A5 booklet will provide businesses working in the Entertainment Industry an opportunity to raise their profile to a discerning and lucrative audience.

In essence, it will be the students' first opportunity to see what Brighton has to offer them entertainment wise. With so much choice on offer, it is the most informative way of getting your message across to Brighton students.

The document will have all information regarding all of Brighton SU Freshers Week activities, as well as certain key events planned for the first term.

This year we are also introducing a map in the centre pages to inform all readers of the location of your premises, or the event which is being held.

10,000 copies will be produced with a readership in excess of 15,000. The distribution of the booklet will involve them being placed in the Freshers' Welcome Bags, as well as being placed in their rooms as they arrive in Halls of Residences. HandtoHand distribution will also occur on all campuses during registration and at all Welcome and Fresher Week events.

Any excess copies will be available from key areas around the University and Brighton SU Site offices.



Sponsor The Entertainment Guide

Be the Main Sponsor of the Guide and receive branding on all editorial pages of the booklet, the first full page within the document after the SU Welcome page or the outside back cover, a highlighted box on the map and editorial promoting your business.

PLEASE CONTACT CHAND NAZIR ON chand.nazir@gmail.com or 01273 625858 regarding sponsorship of the Entertainment Guide

ADVERTISING RATES – SU ENTERTAINMENT GUIDE

Outside back cover	portrait 210 x 148.5mm	£1000
Inside back/front cover	portrait 210 x 148.5mm	£800
Full page	portrait 210 x 148.5mm	£600
Half page	portrait 105 x x 148.5mm	£350

Contact chand nazir on chand.nazir@gmail.com or on 01273 625858 for more information

All prices shown are exclusive of VAT Reg No. 315 9910 49

For more information please contact Harvey Atkinson on 01273 642896 or email ha22@bton.ac.uk

Halls Drops



Be the first thing that our students see when they get to their rooms in halls



£125 + VAT per 1000 flyers

(Price excludes design and production of your material)

£1.50 + VAT per poster

(Price excludes design and production of your material and is subject to minimum order)

Brighton SU is your direct mail service to students in halls, no one else is able to access halls on behalf of commercial or external organisations. This is a unique way to harness the power of direct mail marketing to a hard to reach audience.

As a result, we can ensure that your information is placed directly in student rooms and in shared communal areas across Brighton and Eastbourne.

Additionally, we can put up your posters in halls' kitchens and common rooms so the students see your message first.

A cost effective way of really getting noticed.

Summer Mail Shots



Reach the student market over the summer vacation directly to their home



Take advantage of our direct mailouts. An extremely effective way to get your message across to our students. Managed by a professional mailing house, you can be sure your flyers and information will get to your target audience.

- Direct to 4500 first years' home addresses in August
- 10 000 returning students' mail shot to home addresses
- Can be aimed at students on specific courses
- Target medics, nurses, teachers or business students

"my student life started when I got my pack"

Your promotional material included

£200 + VAT per 1000

**DELIVERY DEADLINE
28 JULY 2010**

Price excludes design and production of your inserts

Generous discounts available for serial adverts booked in advance

Student Welcome Bags

3,000 goody bags given to new students

Be part of our quality goody bags. Every year we make sure they contain excellent items including food, cosmetics, sweets, national magazines and more; distributed directly into the hands of students.

£200 + VAT per 1000 items

(Price excludes design and production of your material)



Posters on Campus for 2010

One of the best ways to get to our student market is to give them something good to look at on site. You supply the posters and we will put them up!

£1.50 + VAT

for each A3 poster per week



All Year Stall Hire at Brighton SU

Stall hire at the University of Brighton Students' Union

Keep your brand alive throughout the academic year with Brighton SU stall hire at our busy Cockcroft location. See hundreds of students each day on site.

Pitches from £150 per day during term time and from £300 per day during Freshers Fortnight.

£160 + VAT per day during term time

£300 + VAT per day during Freshers' Fortnight

(20 September – 8 October 2010)



- We accept artwork actual size on CD/DVD or via email to andrewfeest@hadesign.co.uk (If digital artwork exceeds 7mb please supply on CD).
- Acceptable file formats are PC or Macintosh PDF, TIFF, EPS* or JPEG. *Please ensure when using PDF or EPS format that any fonts to be used are embedded in the file or converted to paths as we cannot guarantee that we will have the same version on our systems.
- Images supplied should have a resolution of at least 300dpi (final size).
- Further design requirements will be subject to sight of copy and will incur additional cost.

Any other **technical enquiries** please telephone HA Design on 01273 626293 or email andrewfeest@hadesign.co.uk

Without Prejudice

All advertisements placed are subject to receipt of contract and full payment by the appropriate copy deadline. Advertising space is limited and allocated on a first come basis. Brighton SU cannot accept responsibility for any errors or omissions contained in supplied original artwork.

Brighton SU reserves the right to refuse advertising which by itself, or by the actions of the advertisers, contravenes the policies of its membership and Union Council.

