



MEDIA PACK 2018-19

WWW.GCUSTUDENTS.CO.UK/ADVERTISING

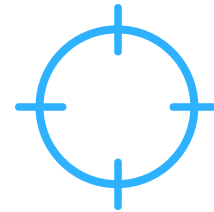


WELCOME

This Media Pack will provide an overview of the advertising, sponsorship and engagement opportunities that will enable you to reach our 17,000 Glasgow Caledonian University students.

GCU is located in the **City Centre** of Glasgow, just a few minutes' walk away from the main shopping hub which is considered one of the best in the UK. Our Campus is compact so it's hard to miss anything that's going on!

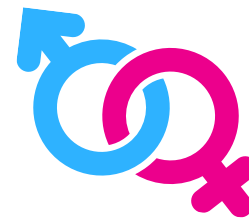
If you would like more information about the opportunities available please contact us at Advertising@GCUstudents.co.uk or on 0141 273 1610.



17,000
STUDENTS



84% UNDERGRADUATE
16% POSTGRAD



60% FEMALE
40% MALE

OUR PARTNERS SAY...

"Organisers very welcoming and helpful, recognising the purpose and potential value of the activity. Well-organised room with power points for lap-top, etc." - Freshers' 2016

"We found GCU students to be some of the most engaged and receptive we worked with throughout Freshers 2015" – Freshers' 2015

"Event staff were very helpful! Great atmosphere!" - Freshers' 2016

FRESHERS'

Freshers' is one of the **biggest events** of the year where we welcome 4000 new students and put on various activities for new and returning students during their induction week w/c 18th Sept 2017.

Freshers' Fair

Hosted over two days, this is an opportunity to directly engage with your target customers. You can also ask us about bringing your promo bus, car or campervan onto campus or having an outdoor gazebo or market stall.

National Company: 1 day - £450, 2 days - £800

Local Company: 1 day - £300, 2 days - £500

Charities: 1 day - £180, 2 days - £260



FRESHERS'

Direct Mailing

Your promotional flyer (max size A5) can be included in our annual mailing sent directly to the homes of new GCU students.

1,000 flyers - £300; 2,000 flyers - £500; 3,000 flyers - £650; 4,000 flyers - £800

Freshers' Email

Be included our Freshers' Email(s) sent to 4000 new students. Our average opening rate is 70%+ during this time.

1 Email - £500, 2 Emails - £800



FRESHERS'

Freshers' Free T-Shirts

Have your company message or logo on our Freshers' T-Shirts which we distribute to at least 1000 new students.

Logo/Message on T-Shirts - £4500

Alternatively, you can contact us about supplying your own : Advertising@GCUstudents.co.uk

Goodie Bags

Provide your flyer or Free Sample for our Freshers' Goodie Bag. 2000 bags are handed out directly to new students at Induction Talks. The bag includes giveaways, freebies and information from GCU and the wider community.

Sample – £200, Insert or flyer (2000) - £300



FRESHERS'

Freshers' Brochure

You can have a half or full page in our Freshers' welcome brochure which contains all of our induction events and activities on and off campus.

Back Cover - £800, Inside Front - £600, Full Page - £500, ½ Page - £300

Induction Slide & Script

Provide a short script and an image and we will include your promotion in our one hour induction workshops with new students. In 2016 we had 62 workshops with 1500 students.

Induction Workshop Slide and Script - £500



DIGITAL

Email Advert

Be featured in our advertising email which is sent to students.

One Advert - £300, Four Adverts - £900

Website Banner

***Early booking advised - spaces fill up quickly!**

Have your banner advert on our website
www.GCUSTudents.co.uk, average 100,000 visits from Sept-Apr.

Banner: One Month - £300, Three Months - £700, 9 Months - £1500

Social Media

Place your advert, link, campaign or pose a question to GCU students on our social media platforms.

One Facebook post and two Tweets - £150



DIGITAL

Plasma Advert

Have your message or promotional artwork on two rotating plasma screen in the Students' Association Building Foyer. The foyer is a very busy area during teaching weeks as students use facilities and services in the building including the Bistro and 24/7 Lab.

One week - £100, One month - £250, Three months - £450

PRINT

Membership Cards

Have your logo or message placed on the back of our sports or societies membership cards for a full year. There are over 90 clubs and societies.

Sports - £350, Societies - £600, Both - £750



PRINT

Student Handbook

Advertise in our A5 Student Handbook. 7,000 copies are printed annually, 4,000 posted directly to new students. They are displayed around the university, handed out at Freshers', used at all information events and available **online**.

Back Cover - £900, Inside Front - £800, Inside Back - £750, Full Page - £650, ½ Page - £350



PRINT

Magazine

Feature in our student magazine The EDIT. Six issues are produced each year, 2 printed (500 copies each) and all 6 published online. View online at [The EDIT](http://www.theeditgcu.com).

Posters

Display your poster, advertisement or campaign in our building. The Students' Association Building is the hub of student activities and includes a café, 24hr computer lab and volunteer areas.

Per Week: £40 - 1xA0, £30 - 4xA3, £35 - 2xA2

Per Month: £120 - 1xA0, £110 - 2xA2, £100 - 4xA3



OTHER OPPORTUNITIES

It's important to us that you get value from working with GCU Students' Association. Please get in touch if you would like us to create a tailored package for your consideration using multiple platforms (which we can often apply a multi-platform discount) or to suit budget.

We also have capacity for you to promote on campus e.g. flyering, stall, hire one of our Gazebo's or bring on your promo bus!

✉ **Advertising@GCUstudents.co.uk**

☎ **0141 273 1615**

🔍 **www.GCUstudents.co.uk**

Organisations that we have worked with...

