



Media Pack

2019/20

GCUstudents.co.uk

Be part of something...
Bigger

Overview

The pack provides an overview of the advertising, promotion and sponsorship opportunities that will enable your organisation to reach and engage with **17,000 students** at **Glasgow Caledonian University**.

GCU Students' Association can provide you with a bespoke service to maximise your impact on the student market, we also provide feedback and evidence of all promotion and advertising undertaken to allow you to analyse and adapt your message or strategy.

Please see our price list for costs and details. We offer a **10% discount** if you bundle two or more activities together. Talk to us about your discounts and deals and how best to communicate this to our students and build your own package of activity.



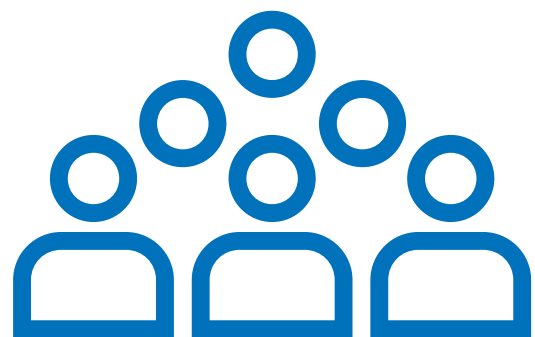
Contact

Gordon McTweed
Activities Manager

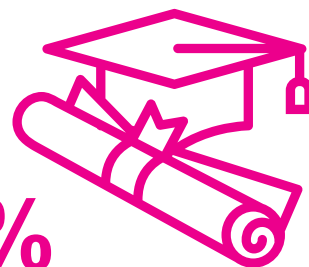
gordon.mctweed@GCUstudents.co.uk
0141 273 1615

www.GCUstudents.co.uk/advertising

Demographics



17,000 students



82%
Undergraduate

18%
Postgraduate
or Research

60%
Female

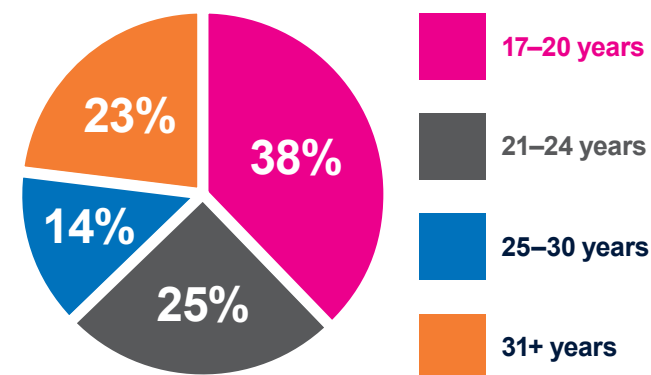
40%
Male



88%
UK students



12%
International



Previous Clients and Partners

BAMBOO



BUNAC
WORKING ADVENTURES WORLDWIDE



**STUDENT
ROOST®**

CATHOUSE



CLARINS



Freshers' Week

Our biggest week of the year and your opportunity to promote to new students at the beginning of their university journey.

Freshers' Fair

Mon 16th–Tue 17th Sept 2019

You can choose either an indoor or outdoor stall. Student footfall at the indoor event is about **1,500** on the first day and **1,000** on the second.

From £400

Print

Advertise in our Student Handbook or Freshers' Week Flyer. Both of these printed assets are sent in the post to **4,000** new students.

From £400

Social Media

Promote your deal or event on the lead up to and during Freshers Week in our closed Facebook Group to **1,200** students or on one of the Students' Associations social media channels.

Closed Facebook Group: £150

SA social media channel: £100

Welcome Talks

Your advert or promotion, including commentary, included in the 55 welcome presentations the Students' Association make to **1,200** new students during Freshers' Week.

£600

*All prices are subject to VAT



Student Life Bundles

Student Travel

74% of students live within 10 miles of GCU, so travel is one of the most important elements of university life. Our research says that students are interested in discounts and deals for commuting to GCU.

Example bundle:

- Listing on Student Travel webpage for 9 months
- 1 x half page advert in handbook
- 2 x social media bundles
- 2 day stall at the Freshers' Fair (indoor)

~~£1,700~~
- 20% Bundle Discount
= £1,360

Student Nightlife

Socialising is one of the most important elements of going to university, we want students to use your business to enjoy their time at GCU. We can help you promote directly to our students.

Example bundle:

- Listing on Student Nightlife webpage for 9 months
- 2 x social media posts
- 2 day stall at the Freshers' Fair (indoor)

~~£1,500~~
- 20% Bundle Discount
= £1,200

Student Living

Student accommodation has had a massive growth recently and we can help to positively promote your business to GCU students.

Example bundle:

- Listing on Student Living webpage for 9 months
- 2 x social media bundles
- Stall at the Accommodation Fair 2020

~~£900~~
- 20% Bundle Discount
= £720

*All prices are subject to VAT

Engagement opportunities

Digital

We have several options for you to promote and advertise digitally, including:

- Monthly email (650 students)
From £100
- Plasma Screen adverts (2 screens)
From £150
- Social Media package
From £100

Print

Throughout the year there are opportunities to advertise within our student magazine (The EDIT) and on designated poster boards around campus.

Full-page advert in the EDIT: £150

Posters: from £10/poster

On Site

Talking to students on site is one of the most effective ways to ensure your business or brand has the biggest impact. We can help you set up an indoor stall or run an outdoor activity on our busy main concourse. We can also accommodate vinyl prints on our lifts or a banner on our building railings.

Indoor stall: £250

Outdoor activity: £500

Lift vinyls: £500/trimester

Railings banner: £300/trimester



*All prices are subject to VAT



Event Sponsorship

Engage directly with GCU students by sponsoring one of our events. Sponsorship would be tailored to your requirements and terms and prices agreed individually. Get in touch to find out more.

Annual SA events:

- Freshers' Week 2019
- Wellbeing Fair 2020
- Sports Awards Ball 2020
- Star Awards 2020
- Teaching Awards 2020
- Accommodation Fair 2020

Team or Group Sponsorship

Ask us about sponsoring one of our clubs, societies or groups. You could work directly with students to promote your business through them.

Market Research

We can facilitate your market research. You could find out more about the student market by:

- asking questions in our Annual Survey
- promoting your own survey through the Students' Association's communications channels
- talk to students at focus groups hosted in the Students' Association building

Prices

Freshers' Week

Fresher's Fair (Indoor Stall)	Day 1	Day 2	Both
National Company	£500	£400	£800
Local Company	£400	£300	£600
Charity	£250	£150	£300

Freshers' Market (Outdoor Stall)	Day 1	Day 2	Both
National Company	£600	£400	£900
Local Company	£450	£350	£700
Charity	£300	£200	£400

Refreshers Fair (Indoor Stall)	Day 1	Day 2	Both
National Company	£150	£100	£200
Local Company	£100	£50	£100
Charity	£75	£25	£50

Student Handbook (A5, 7000 printed, 4000 posted to new students)

Back Cover Ad	£1,000
Inside Cover Ad	£900
Inside Back Cover Ad	£800
Full Page Ad	£700
Half Page Ad	£400

Social Media

1 post to Closed Facebook Group	£150
1 post from SA social media channel	£100

Students' Association Welcome Talks

PowerPoint Slide/Advert	£600
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Freshers' Week Flyer

Full Page Ad	£500
Half Page Ad	£300

*All prices are subject to VAT

Digital

Website	1 month	3 months	9 months
Top banner ad (728 x 90px)	£300	£600	£1,200
Left side ad (320 x 250px)	£250	£500	£1,000
Right side ad (articles) (320 x 250px)	£100	£200	£400
Student Living page listing	£75	£150	£300
Student Nightlife page listing	£75	£150	£300
Student Travel page listing	£75	£150	£300

Email	1	3	4
Monthly Student Savings email	£100	£240	£300

Digital Screens	1 month	3 months	9 months
x2 16:9 in Students' Association Foyer	£150	£315	£875

Social Media Bundle	1	3	4
1x Facebook post + 1x Tweet	£150	£240	£300

*All prices are subject to VAT

Print

Membership Cards	Sports (900)	Societies (1,500)	Both (2,400)
Advert printed on reverse	£450	£750	£900

The EDIT student magazine (A4 magazine, 300 printed)			
Full-page advert	£150		

Posters (per poster)	1 month	3 months	9 months
A0	£100	£200	£600
A1	£50	£100	£300
A3	£10	£20	£60

Onsite

Onsite opportunities	
Indoor Stall	£250
Stall at Accommodation Fair (indoor)	£400
Outdoor Stall/Activity (e.g. gazebo)	£450
Banner on railings outside SA building	£300/trimester
Vinyls on 3x lift doors in SA building	£500/trimester