

# Media Pack

**2020/21**

# 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.

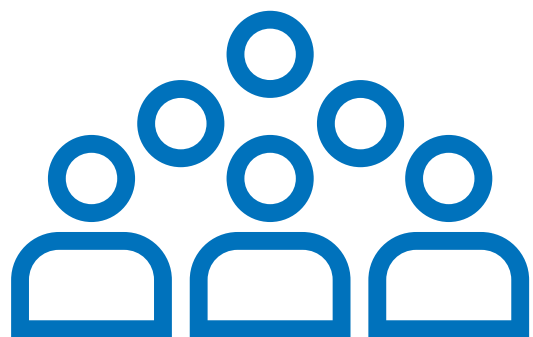


## Contact

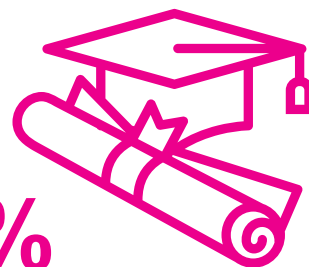
[advertising@GCUstudents.co.uk](mailto:advertising@GCUstudents.co.uk)

[www.GCUstudents.co.uk/advertising](http://www.GCUstudents.co.uk/advertising)

# Demographics



**17,000** students



**82%**  
Undergraduate

**18%**  
Postgraduate  
or Research

**60%**  
Female

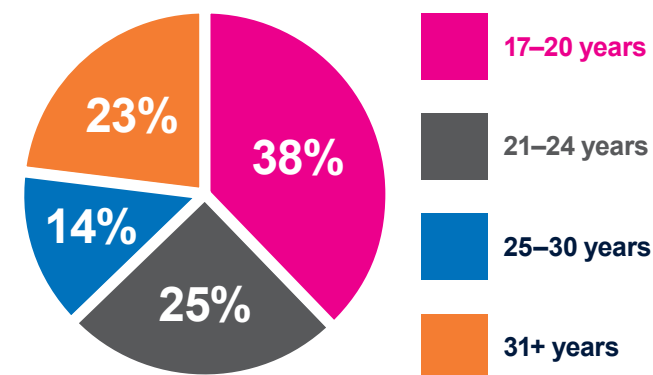
**40%**  
Male



**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.

## Virtual Freshers' Fair (tbc)

**Tues 29th Sept - Fri 2nd Oct 2020**

Set up your virtual stall and talk to new GCU students on our event platform.

**£200**

## 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**

## Induction Workshops

Your advert or promotion, including commentary, included in the 50 induction workshop 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
- 1 day at Virtual Freshers' Fair

~~£1,100~~

- 10% Bundle Discount

£990

## 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
- 1 day at Virtual Freshers' Fair

~~£700~~

- 10% Bundle Discount

£630

## 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
- 2 x Email newsletters

~~£900~~

- 10% Bundle Discount

£810

\*All prices are subject to VAT

# Engagement opportunities

## Digital

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

- Monthly email (1000 students)  
**From £100**
- Plasma Screen (2 screens) from 2021  
**From £150**
- Social Media package  
**From £100**

## Print

Throughout the year there are opportunities to advertise within our student magazine (The EDIT) .

**Full-page advert in the EDIT: £150**

## On Site (from January 2021)

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 outdoor activity or stall on our busy main concourse. We can also accommodate a banner on our building railings or posters on campus.

**Posters: from £10/poster**

**Outdoor activity: £500**

**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 2020
- Sports Awards Ball 2021
- Star Awards 2021
- Teaching Awards 2021
- Accommodation Fair 2021

## **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

Virtual Fresher's Fair (tbc)	Per Day
National Company	£200
Local Company	£150
Charity	£100

ReFreshers' Market (Outdoor)	Per Day
National Company	£300
Local Company	£200
Charity	£150

Refreshers Fair (Indoor Stall)	Per Day
National Company	£150
Local Company	£100
Charity	£75

## 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 Induction Workshops

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 (from Jan '21)	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	£100	£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 - from Jan 2021)	1 month	3 months	9 months
A0	£100	£200	£600
A1	£50	£100	£300
A3	£10	£20	£60

## Onsite

Onsite opportunities	
Banner on railings outside SA building	£300/trimester
Stall at Accommodation Fair	£400
Outdoor Stall/Activity (e.g. gazebo)	£450