

University of Chichester
Students' Union
Media Pack 2012

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Welcome

The University of Chichester Students' Union (UCSU) offers many cost effective media channels for you to advertise your business. These reach out to thousands of students in the University. We have options ranging from a stand at our very popular Fresher's Fair to adverts on our website.

This pack contains every advertising option readily available at the UCSU. If you already know what you would like to book then please contact our marketing department (details below). If you are unsure or have a request that is not listed, our sales team would be happy to help you with your enquiry.

In 2011/2012 University of Chichester registered over 5,000 students.

Every student is a member of University of Chichester Students' Union.

To find out more about the options available in this media pack, please contact our marketing department on:

t: 01243 816378

e: c.harrop@chi.ac.uk

Fresher Mailings

During August every year the UCSU sends each new student a pre-arrival mailing. This is an excellent opportunity for advertisers to reach the student population, and their parents/guardians, before they even arrive at University. The funds raised help the UCSU cover postage costs for this service. The mailing is posted directly to students home address' before they arrive at University.

1,000 Inserts	£200
2,000 Inserts	£350



Welcome Packs

If you have a leaflet or product sample that you want to distribute to University of Chichester students during freshers week, then this is a great way to do it. The Welcome Pack contains gifts and useful information for the new arrivals. During freshers week we distribute 663 welcome packs directly to halls before the students arrive then the remaining packs are handed out during Freshers Fair and throughout the week. Students love free gifts and these packs don't take long to run out.

Leaflets	£240
Product Sample	£340



Wall Planner

Every new student at the University of Chichester will receive a wall planner in their Welcome Pack, these are a great advertising opportunity as the students put them on the walls for the whole year. We only have one single ad on the Planner, meaning your advert will be exclusive and constantly seen throughout the academic year.

Wall Planner Ad £590

WALLPLANNER2011/12

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
1	1	1	1	1	1	1
2	2	2	2	2	2	2
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01243 780 990

NOTHING BUT THE FRI

Call dominos.co.uk

UCSU Handbook

To welcome new students, the UCSU produces a glossy colour handbook packed with everything new and returning students need to know. The Handbook is distributed via the Welcome Bags, at the Freshers' Fair and throughout the year. This is an excellent opportunity for advertisers to extend the 'shelf-life' of their advert well beyond the first fortnight.

Inside Front Cover £340
Inside Back Cover £290
Full Page £240

ACTIVITIES AND EVENTS ZONE

The Union offers to students to help support the social side of your student experience.

Sports Federation
 The Sports Federation is responsible for the development of sport at the University of Chichester and to make recommendations to the University and other Students' Union Committees for action. It is also responsible for reviewing the work of the Sports Federation Committee and identifying areas for development. As well as this the Federation aims to improve the student experience in relation to Sport at the University of Chichester.

Societies Federation
 The Societies Federation is responsible for the development of student societies at the University of Chichester Students' Union. It is also responsible for reviewing the work of the Societies Federation Committee and identifying areas for policy development. As well as this the Federation aims to improve the student experience in relation to Student Societies at the University of Chichester.

Media Forum
 The Media Forum is responsible for reviewing the work of the Media Committee and ensuring that the Media Committee is developing the way in which the Union engages with their members. The Media Committee will also provide a magazine created by and for the student body.

Campus Event Forums
 The Campus Event Forums duty is to review the work of the Events Committees as well as reviewing the Entertainment budget of the Union. The forums are also required to ensure that the Events Committees are providing events that meet the varied needs of members of the Union, including mature, post graduate and international students.

www.chisu.org

STUDENTS

The Union offers to students to help support the social side of your student experience.

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- Dance
- CU (Ch
- LGBT (L
- ACS (A
- CHAOS
- English
- Music
- Amnest
- AHA (A
- Musical
- Mack S
- Gaming

If there is no A society ce members.

You can also committee w

The Union c simple appr

For more in
 Casper Bea
 Volunteering
 d.beade@ch
 or just pop i
 Bar on the C

Freshers' Fair

Wednesday 26th September 2012
10am - 4pm

The ultimate event in Freshers' Week, the Freshers' Fair is a must if you want to interact with the Student Market. With well over a thousand students in attendance, the Freshers' Fair is the ideal opportunity for you to capture the lucrative student market on campus, face-to-face with your potential customers. This is a crucial time to establish awareness and build lasting relationships at the beginning of a students University life.

Premium Stall	£340
Large Stage Display	£490
Standard Stall	£290
Leafleting	£240

Refresher Fair

Wednesday 23rd January 2013
11am - 3pm

Refreshers Fairs are the same as Freshers' Fairs except in January rather than September. They provide companies with another opportunity to reach the student market in an environment which benefits from a high footfall.

Premium Stall	£190
Large Stage Display	£290
Standard Stall	£140
Leafleting	£90

SPECIAL OFFER

**Book a stall at the Freshers' Fair
and get the same stand at
Refresher Fair HALF PRICE!**



Social Media

Do you want to target our students market effectively?

We use two of the world's leading social sites Facebook and Twitter.

With over 2,900 likes on facebook alone, make sure that you take advantage and advertise your products or service to our growing population.

Your post will feed onto both our Facebook and Twitter page simultaneously. Separate post options are available.

Wall post £50

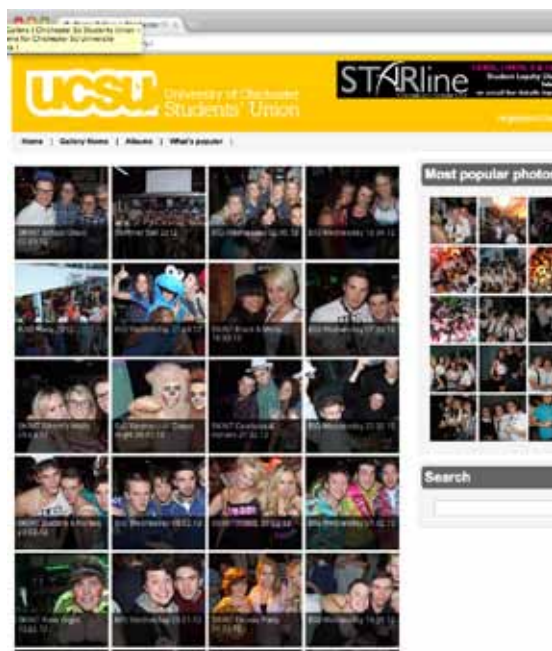


Website

www.chisu.org is the official website of the University of Chichester Students' Union. It receives in excess of 10,000 pageviews per month. The website is used as a source of information, an updated calendar of events running throughout the SU, an event ticket sales system, includes a night out photo gallery and much more.

Website ad £40 per week

Discounts for semester and year bookings.



Door Drops

Door-drops provide advertisers with a great opportunity to promote to students in the comfort of their 'new home'. Chichester SU staff can place leaflets inside students' rooms. Students are certain to see the promotion, and this is reflected in the excellent response rates achieved. Door drops are performed every 2 weeks during term. Any orders placed will be included within the nearest drop date.

Chichester	£190
Bognor	£90
Both Campuses	£260



Face to Face

Some marketing campaigns demand a physical presence on campus and for these we can offer and organise a variety of face to face activities, starting with booking a simple stand in the SU bar. Zee Bar is open throughout the day giving you the opportunity to come in with a promotional stand and meet with potential clients face-to-face.

Half day	£100
1 day	£190

Leafleting & Sampling

If you want to distribute leaflets or samples but don't need a stand on campus then a simple promotional campaign is likely to be the best option for you.

Our friendly and professional staff can distribute around 500 items per day. Our staff use their excellent knowledge of the campus to select the best areas for distribution at different times of the day.

1000 leaflets/samples £190



Bar TV Adverts

Our Zee Bar in Chichester has four plasma TV screens around key areas of the venue, where students go to chill out during the day and party during the evening. Your message will be unmissable!

4 screens £60 per month



Posters & Vinyls

Placed in the busiest locations within the Union, posters are a simple, but successful way to reinforce your message to the student market!

With several posters you can re-enforce the same message at a number of locations across the SU. We control a large number of poster sites around both the University buildings and student halls on both campuses.

A3	£10 per month per poster
A2	£20 per month per poster
A1	£40 per month per poster

Contact

To find out more about the options available in this media pack, please contact our marketing manager Chris Harrop on:

t: 01243 816378

e: c.harrop@chi.ac.uk

Discounts available for local businesses

Please note, the prices displayed in this media pack do not include VAT.

Other Opportunities

Options include ticket sponsoring, event sponsorship, club/society sponsorship, sporting events and club nights. With over 35 clubs and societies you're bound to find a particular group which grabs your target market.



Options Summary

Fresher Mailings

1,000 Inserts	£200
2,000 Inserts	£350

Welcome Packs

Leaflets	£240
Product Sample	£340

Wall Planner

Wall Planner Ad	£590
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Handbook

Inside Front Cover	£340
Inside Back Cover	£290
Full Page	£240

Freshers' Fair

Premium Stall	£340
Large Stage Display	£490
Standard Stall	£290
Leafleting	£240

Refresher Fair

Premium Stall	£190
Large Stage Display	£290
Standard Stall	£140
Leafleting	£90

Social Media

Wall post	£50
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Website

Website ad	£40 per week
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Door Drops

Chichester	£190
Bognor	£90
Both Campuses	£260

Face to Face

Half day	£100
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Bar TV Adverts

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Posters & Vinyls

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A1	£40 per month per poster

Other Opportunities

Ticket sponsoring
Event sponsorship
Club/society sponsorship
Sporting events
Club nights

Artwork supplied as jpeg, png, pdf, tif or eps.
Repeat advertisement discounts available.

