



Advertising

at Sheffield Hallam

Students' Union



"The average student spend per year has reached a high of £9,852, making the total market worth a massive £27 billion per year."

- The Student Money Survey, 2017

Face to Face

You can meet our students face to face with giveaways, vouchers or leaflets for data capture.

Freebie Fair

The Freebie Fair offers businesses access to thousands of new and returning students all in one place at Sheffield Hallam Students' Unions largest event of Welcome Week.

At Freebie Fair there is an expectation from students that there will be plenty of freebies on offer. Early booking is advised for this event as demand for places is traditionally very high.

Footfall last year was over **4,000**.

Gold Stall

0.6m x 1.2m Table located first floor in the central atrium **£1,200**

Silver Stall

0.6m x 1.2m Table on the first floor in one of the pods **£800**

Bronze Stall (Independent/local business rate)

0.6m x 1.2m Table on the first floor of the Hubs **£500**

Outside

Outside spaces from **£550**

Exhibition Stands/Stalls

This is an ideal opportunity for you and your brand to engage directly with our students in a positive and unique way. All of our spaces are located within the Students' Union building and experience regular footfall throughout the day.

Inside space starting at **£275**

Refreshers Fair

The Refreshers Fair is where students reconnect with the Students' Union and University after the Christmas break.

Gold Stall

0.6m x 1.2m Table located in the main entrance of the HUBS **£600**

Silver Stall

0.6m x 1.2m Table on the first floor in the central atrium **£400**

Bronze Stall

0.6m x 1.2m Table on the first floor in one of the pods **£250**

Outside

Outside spaces from **£500**

Flyering

A distribution campaign is a great opportunity to engage directly with your target audience and an ideal way to have a presence on campus without having a physical stall.

By your own staff:

Half Day £275

Full Day £440

Contact us

Email: advertise@sheffield.ac.uk Tel: 0114 222 8540 / 8541



Digital

Online Banners

SHU Website

Our website receives an average of 130,000 views per month. Our web banners are a great way to advertise, positioned next to our popular "Have your say" and "Insta Famous" features on the front page of our website so that they are one of the first things that students see when they engage with us online.

Website banner per week	£200
Website banner per month	£500
Website banner per term	£1,300

E-mails

Our monthly events email is sent to 35,000 students. Our e-mails are sent during term time and with an open rate of 42% they are a fantastic way to share your information, event or brand.

Monthly Events Email 200 words, image and link	£500
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Social Media

With over 13,000 Twitter followers and over 10,000 Facebook likes our social media platforms are the ideal way to get your message straight in front of our students.

Tweet Subject to availability	£200
Facebook Post Subject to availability	£200

Moving away from home means that students are making decisions alone for the very first time about which brands they prefer, and where to spend their money.

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On Campus

Plasma Screens

Digital advertising has enjoyed massive growth in the last 2 years and with almost 20,000 visitors to the Students' Union during Welcome Week alone this is an effective way to offer you direct access to our students. We have 6 screens located in our main reception, bar and first floor common room area all of which enjoy high footfall throughout the day and into the evening.

All of our screens are landscape and can accommodate both still and animated images and videos under 20 seconds.

All 6 Screens

Per week **£200**

All 6 Screens

Per month **£600**

All 6 Screens

Per term **£1,000**

Posters

The Students' Union is a hub of activity throughout term time so why not take advantage and have your posters displayed around the building.

We have numerous permanent and secure poster display boards across premium sites and locations within the Students' Union building.

Per 10 A3 posters per week

£275

Advertising with us
gains access to over
35,000 students with
your brand, products
and services.



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Packages

Looking for a way to make the most of your advertising at Sheffield Hallam? Our Package Deals are a great opportunity to maximise your reach across a range of channels. Feel free to contact us to discuss a package to meet your needs.

Welcome Week

23rd September – 4th October

The Package Includes

Gold Stall at the Freebies Fair

Full A5 page advert in the Welcome Pack booklet

Web banner at www.hallamstudentsunion.com

Advert on digital screens during Welcome Week

Logo on all Welcome Week web pages

20 x A3 posters across City and Collegiate campus for term 1

£2,500.00 (individual asset value of £4,800)

A booking at Sheffield Hallam Students' Union gives you access to a vibrant customer base through a trusted organisation.

Contact us

Email:

advertise@sheffield.ac.uk

Tel: 0114 222 8540 / 8541

Term Time

Gold

Flyers / Posters / Onsite Stall Social Media / Screens & Web Banner **£1200.00**

Silver

Flyers / Posters / Onsite Stall & Social Media **£850.00**

Bronze

Flyers, Posters & Onsite Stall **£500.00**

Terms & Conditions of Gold/Silver/Bronze packages:

1. Flyers to be distributed by your own staff, permits will be provided.
2. Posters include 20 posters for four weeks.
3. Onsite stall is for one date only.
4. Social media includes one post per week for four weeks, channel will depend on individual company needs.
5. Screens and web banners will be displayed for four weeks.

Sheffield Hallam Students' Union also offers venue hire in the iconic HUBS building, for more information visit:

hallamstudentsunion.com/venue_hire or email janet.heiser@shu.ac.uk

Terms and conditions

Please note: inclusion in some of the media channels may be dependent on the provision of samples, printed materials, artwork or other items by the advertiser against certain deadlines.

Deadlines will be specified upon booking. All prices do not include VAT. Information subject to change.