



Sheffield  
Students'  
Union

# Advertising at Sheffield Students' Union



# Face to Face

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

## Freshers' Fair

Our Freshers' Fair is the biggest event in the academic calendar, and one of the biggest Freshers' Fairs in the country offering external organisations a great opportunity to engage with our students.

Footfall last year was over **8,000**.

### Premium

Largest stalls facing the entrance of the venue.

**£1,350**

### Gold

Stalls in prime locations within the venue.

**£1,150**

### Silver

Standard stall within the fair.

**£900**

### Outside

Outside spaces from

**£550**

## Refreshers Fair

The Refreshers Fair is where students reconnect with the union and university after the Christmas break. With commercial stands, giveaways and information the 2019 fair will be the biggest and best yet.

### Premium

Largest stalls facing the entrance of the venue.

**£800**

### Gold

Stalls in prime locations within the venue.

**£600**

### Silver

Standard stall within the fair.

**£400**

### Outside

Outside spaces from

**£550**

**Book both fairs and receive 20% off.**

## Activities Fair

This is where students can discover a new passion, or continue pursuing something they love by getting involved in over 350 societies and committees. It is a great chance to engage with the societies early in the year as they plan their activities for the coming year, and speak face to face with over 8,500 of our students in one day.

Standard stalls **£500**

## Sports Fair

With over 50 sports clubs and Intramural sports leagues, fitness opportunities, free community sport and sports volunteering, this event provides the chance to showcase your products or services to an engaged audience of over 6,500 and students with a pre-existing interest in sport.

Standard stalls **£500**

Contact us:

Email: [advertise@sheffield.ac.uk](mailto:advertise@sheffield.ac.uk) Tel: 0114 222 8540 / 8541

## Housing Information Fair(s)

With one in November and one in February, the Housing Information Fairs are part of the Students' Union's Smart move housing campaign. All of our students will be contacted and advised to attend the fairs before starting to look for housing. We advise our students to always try and find accommodation which is registered with the university, Sheffield SNUG scheme or ANUK where relevant.

This will be a fantastic opportunity for you to promote your accommodation or services to students at Sheffield University that are looking for reputable landlords that they know can be trusted.

Large purpose built complexes	<b>£500</b>
Large landlords/letting agents with shop front	<b>£400</b>
Large landlords/letting agents without shop front	<b>£300</b>
Landlord with 11 - 20 properties	<b>£200</b>
Landlord with up to 10 properties	<b>£60</b>

**Book both fairs on the same booking form with a 20% reduction on your booking for the February fair.**

## Exhibition Stands/ Stalls

Physical Stands give you the opportunity to get your brand in front of our students face to face with give-aways, vouchers, leaflets or data capture. Our outdoor concourse space is opposite the main entrance and highly visible, it has been used very successfully with sample give-aways and vouchers.

Inside space starting at	<b>£250</b>
Outside space starting at	<b>£550</b>

## Flyering

You can reach our students with up to 2 of your own staff to giving out flyers at the SU or Residences.

Per day	<b>£150</b>
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**According to The Student Money Survey 2017, the average student spend per year has reached a high of £9,852, making the total market worth a massive £27 billion per year.**

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# Digital

## Online Banners

### SU Website

We have online banners at the top of our website and a large MPU asset further down the page. Our website generates around 100,000 unique visits a month.

Top banner per month **£500**  
Larger MPU banner per month **£600**

### Parents E-Newsletter

Last year over 1,500 parents and guardians signed up to receive our Parent's E-Newsletter, and this year there are even more.

We'll dedicate a section to your brand in up to four E-newsletters leading up to Intro Weekend.

Per E-newsletter maximum of 4 inclusions **£250**

### Residence Websites

*(not available for accommodation providers)*

With the majority of visitors August & September, the Accommodation website is one of our most visited channels during the arrival period. We'll include your logo on the and link to a landing page of your choice.

Over 6,000 students are directed to the Residence Life Portal during the arrival period. We'll include your article and logo on the portal homepage with a URL to your page.

All new residents complete our E-induction prior to arrival. We can include your information to reach 6,000 students.

Accommodation website homepage For 4 weeks **£500**

Residence Life Portal Inclusion for four weeks starting from Intro Weekend **£400**

E-induction logo **£500**

**81% of students are happy to state that the recession has had little or no effect on their spending habits.**

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# On Campus

## Sheffield Student Guide

Our annual A5 publication, written by students for students. It gives a student's view of the city, featuring useful tips, information, and maps. There are 10,000 of these printed and distributed at the residences on moving in weekend, so it is a great option to directly reach new students when they first arrive here in Sheffield. With the opportunity to have your leaflets or items inserted in to the guide to further extend your brands reach.

Full page **£900**  
Per insert **7p**  
Minimum 1,000

## Sheffield Student Calendar

Produced alongside the Sheffield Students Guide, the A1 size calendar features advertising space surrounding all of the key dates for the academic year so you can keep your advert in front of students all year round.

Per advert **£250**

## Plasma Screens

Our digital screens show a continuous stream of 10 second long adverts in the high footfall areas of our buildings. These consist of both internal and external advertisements.

## Students' Union

There are 11 portrait and 2 landscape screens located throughout the SU which are in very busy areas. The SU has over 15,000 students through our doors per week so offers a great chance to get your advert seen.

## The Residences

At the residences there are 5 screens that grab our students' attention straight away when they walk through the doors with our eye-level plasma screens. With 6,000 first year students in our halls they are sure to be noticed.

## Sport Sheffield

With over 650,000 visits per year Sport Sheffield is an area of high footfall. The 6 screens here will be seen by both student and public visitors to the pool, gym and Football pitches.

**Per screen per week £80**  
**Packages are available for multiple screens.**

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## Table Vinyls

Located in high footfall areas, we have tables available for you to cover with your advertising campaign. Table vinyls are a very effective way of relaying your message.

Per table per week **£25**

Table Vinyls can be provided at the additional cost of **£10** per table, using your artwork.

## A0 & A1 Posters

Located in The Students' Union and Sport Sheffield, the large poster sites are in prime locations, for attracting the attention of passing students and really make an impact in areas with high footfall.

Per poster per week **£65**

Posters can be provided at the additional cost of **£20** per poster, using your artwork.

## A4 Posters

Take advantage of eye level media with our poster panels located in all of our wash rooms at the halls of residence.

20 panels per week **£100**

## Student Villages Map

Our Student Villages map is given to over 4500 students and their parents over Intro Weekend, as well as many more throughout the year. We'll include your logo on this leaflet along with a link to your website and telephone contact details.

Inclusion on the map leaflet for one year. **£300**

## A-Z Guide

Our A-Z Guides are included in a welcome envelope containing key information, which is handed out to 6000 students over Intro Weekend as they collect their keys.

Full page **£300**

**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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# Forge Media

## Forge Press

The official student-run newspaper is a full-colour, 44 page production and the first edition is out just in time for Freshers' Week. Advertise in this award-winning publication, and gain exclusive access to a 10,000 student readership on campus and in halls of residence. Produced every fortnight during term-time.

Forge Press had to increase their print run this year by 20% after they ran out of the first issue of the term.

Full page Per issue	<b>£450</b>
4 Advert package	<b>£1,500</b>
Advert in all 13 issues in the academic year	<b>£2,000</b>
Banner on front cover Per issue	<b>£400</b>

## Forge Radio

University of Sheffield's very own student run radio station, broadcasts 24 hours a day, 7 days a week on [www.forgeradio.com](http://www.forgeradio.com). Forge Radio has its own professional standard studio dedicated to broadcasting, along with its own production studio located in the Media Hub. The station has between 10,000 and 20,000 listens per month during term time.

Intro week adverts	<b>£250</b>
Expected audience of at least 4,000 listeners during broadcasts from The Edge, The Ridge and outside the Students' Union.	
Minimum of 30 plays per week	<b>£150</b>
20-30 seconds during the daytime.	
Forge Radio can make your advert	<b>£20</b>

**70% of respondents to the Student Insight Survey July 2018 said they would stop buying from a brand if they acted unethically towards social causes they cared about.**

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# Residences Packages

*(not available for accommodation providers)*

**With access from the day they move in, advertising at our halls of residence gives you the attention of 6,000 students.**

## Economy

Get value for money with our economy package:

- ▶ 10 A4 posters in wash rooms for 2 weeks
- ▶ 1 plasma screen slide at all locations in the halls of residence (5 locations) for 2 weeks
- ▶ Article on the Residence Life online portal for a month of term
- ▶ Visibility on the Accommodation website for a month of term

**£750** (individual asset value of £1,500)

## Standard

Step it up a notch and increase your brand visibility with:

- ▶ 20 A4 posters in wash rooms for 2 weeks
- ▶ 2 plasma screen slides at all locations in the halls of residence (5 locations) for 2 weeks
- ▶ 10 table talkers at Endcliffe and Ranmoor for 2 weeks
- ▶ 1 A0 poster for 2 weeks
- ▶ 1 outdoor stall at the Endcliffe site
- ▶ Article on the Residence Life online portal for 2 months of term
- ▶ Visibility on the Accommodation website

**£2,000** (individual asset value of £3,000)

## Deluxe

Our most popular package which includes space in all of our advertising media locations:

- ▶ 30 A4 Posters for 4 weeks
- ▶ 3 plasma screen slides at all locations in the halls of residence (5 locations) for 4 weeks
- ▶ 20 table talkers at Endcliffe and Ranmoor and city for 2 weeks
- ▶ 2 A0 posters for 4 weeks
- ▶ 1 outdoor stall at the Endcliffe site
- ▶ 1 outdoor stall at the Ranmoor site
- ▶ Articles on the Residence Life online portal for 6 months of term
- ▶ Visibility on the Accommodation website

**£3,500** (individual asset value of £5,000)

**Advertising with us gains access to over 27,000 students with your brand, products and services.**

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# Varsity

Sheffield Varsity is the inter university sports competition held in March and April. It is a showcase and celebration of student sport in the city of Sheffield, and includes all competitors and spectators regardless of their race, gender, sexuality or ethnicity. It sees The University of Sheffield and Sheffield Hallam University compete in over 80 sporting fixtures that are held in the International venues within the city. Varsity culminates with the ice hockey final at the Sheffield Arena - an event which holds the record for the largest audience for such an event outside of North America, with an amazing 8,000 people filling the arena last year. This is the only event in the annual calendar that offers the opportunity to reach all 56,000 students of Sheffield.

## Headline Sponsor

- ▶ Logo on all SU/University & Sheffield Hallam promotional posters
- ▶ Full page in Varsity programme
- ▶ Digital promotion including logo on all plasma adverts
- ▶ Banners & Sail flags
- ▶ Logo on all Varsity merchandise
- ▶ Venue presence/promotion opportunities

**£5,000**

## Black and Gold Partners

- ▶ Logo on all SU/University produced material
- ▶ Presence at SU/University hosted events
- ▶ 4 plasma screens 4 weeks
- ▶ 1 Promotional stand in SU

**£2,000**

## Varsity Partner

- ▶ Logo on all SU/University & Sheffield Hallam Large promotional material
- ▶ Digital promotion
- ▶ Venue presence/promotion opportunities

**£1,000**

We also have a large number of other opportunities to get your brand involved with the city wide takeover that Sheffield Varsity represents. From sponsorship of part of one fixture or venue, stall holding, or use of the digital media, please get in contact to discuss your requirements.

## 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.

Advertising agreements commits the advertiser to the terms and conditions of the Students' Union along with compliance of Students' Union Advertising Policy. Copies of which are available on request.

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