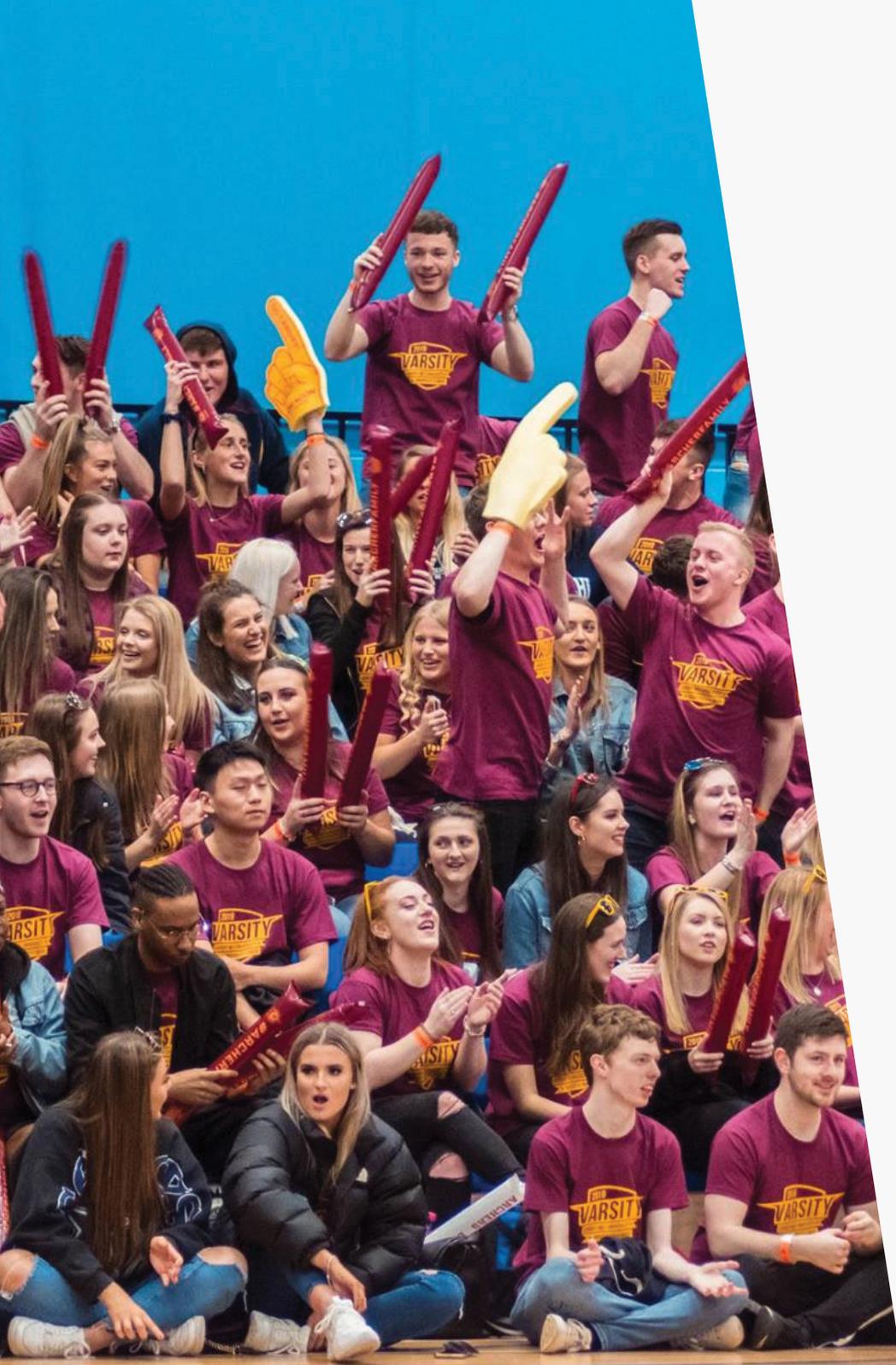


MEDIA PACK

CONNECT WITH OVER 10,000 STUDENTS
AT CARDIFF MET UNIVERSITY



ABOUT US

Cardiff Met Students' Union represents the growing student population at one of the leading universities in Wales and has direct access to the lucrative student market in Cardiff and South Wales that your organisation needs.

This pack outlines the range of marketing and promotional opportunities available to your organisation that will give you access to over **10,000** current students, making any marketing campaign you wish to advertise easier and more effective!

If you can't find exactly what you are looking for, we can advise on bespoke package deals and tailor our media offers to suit your business. If you would like to discuss advertising options or have any queries, please do not hesitate to contact us.

The following pages outline the many opportunities available for developing your marketing campaign with us.

Dave Jackson | djackson@cardiffmet.ac.uk | 029 2020 5938

CARDIFF MET SU STUDENT STATS



10,000 +
Students



M

F



Full Time
82%

Part Time
18%



78%
Under
Graduate



22%
Post
Graduate



School Of Sport And Health Sciences
42%



School Of Management
22%



School Of Education And Social Policy
19%



School Of Art & Design
12%



School Of Technologies
5%

Wales 54%

UK (Other) 33%

Overseas 13%

More than 140
countries!



FRESHERS' FAYRE

Freshers' Fayre is one of your first opportunities of the year to promote your business to over 4000+ new and existing students at Cardiff Met. Taking place within our National Indoor Athletics Centre on the Cyncoed Campus, Fresher's Fayre is one of the most important events in the student calendar and is not to be missed.

As an all-day event, the Fayre provides your organisation with the opportunity to meet prospective customers face to face, as well as being a fantastic opportunity to increase brand awareness.

This annual event attracts all Cardiff Met Sports clubs and societies looking to recruit new members and demonstrates success year after year with our clubs signing over 1100 memberships alone every year.

OPPORTUNITY

PRICE

Stage Screen Advert

£200

Single Stand (3 X 2 m)

£500

Premium Stand (6 X 2 m)

£750

Platinum Stand (6 X 2 m + Additional marketing) £1,000

FRESHERS' ESSENTIAL GUIDE

The Fresher's Guide is a great opportunity in delivering Fresher's information before the new students arrive in the city, and is sure to get the students talking and create a strong buzz for the forthcoming Fresher's week. Last year 3,000 guides were produced and posted out to all Freshers' and inserted into the Fresher's Fayre Goodie bags. In addition all international students are sent an online copy prior to their arrival.

The Fresher's Guide acts as an essential guide for new students, providing them with information they need to get involved in upcoming events and is a great opportunity to promote discounts and promotions.



OPPORTUNITY

PRICE

| | |
|-----------------------------------|------|
| Inside Front Cover (29.7x21cm) | £600 |
| Inside Back Cover (29.7x21cm) | £550 |
| Back Cover (29.7x21cm) | £550 |
| Full Page Advert (29.7x21cm) | £400 |
| Half Page Advert (15x21cm) | £250 |
| Quarter Page Advert (15x10.5cm) | £150 |

FRESHERS' GOODIE BAG & WALL PLANNER

Have your company's promotional material inserted into every Freshers' Goodie Bag which is handed out to every Freshers' Fayre attending student.

New for Freshers' 2019! With a print run of 3000, our colourful and practical Wall Planners stay up in bedrooms, kitchens and halls of residence all year round – an ideal spot to advertise or pre mark in that all important date and fantastic value.

OPPORTUNITY

PRICE

Goodie Bag (1,000 Inserts) £200

Goodie Bag (2,000 Inserts) £300

Goodie Bag (3,000 Inserts) £400

Wall Planner Advert £200

Wall Planner Event Date Listing £25



ONLINE

OPPORTUNITY

PRICE

EMAIL MARKETING

Solus Email

£500

Have your very own email sent out by us, to all of our students.

WEBSITE

Headline Web Banner

£300 p/m

Features in our loop of main alternating banners our website's Homepage with a news feed.

Web Banner (1140px x 110px)

£100 p/m

Features in our loop of alternating adverts on our website's Homepage.

News Story

£200 p/m

Have your press release feature in our Students' Union news feed.

www.cardiffmetsu.co.uk acts as the main source of information for our students to find out all they need to know about Students' Union services, current and upcoming events, sports and societies and so on.

Including live social media feeds and links to all union associated jobs, advice, activities, news and events, get your organisation noticed and featured on our website.



ON SITE

Promoting your business onsite is a great way to increase brand awareness and an opportunity to speak with students face to face.

Get your adverts on poster boards that are in prime locations across both campuses, distribute flyers, set up your business for the day, or get your adverts displayed on plasma screens within the Students' Union.

Alternatively if you wish to use our team of promotional staff to help distribute promotional material just ask.



OPPORTUNITY

PRICE

| | |
|---------------------------------|--------------|
| Plasma Screen Advertising | £300 p/m |
| Flyer Distribution (Per 1000) | £100 |
| Inside / Outside Stall | Get in touch |
| 10 A3 Posters | £40 p/w |
| 1 A1 Poster | £30 p/w |

SOCIAL MEDIA

With close to 20,000 followers across our social media platforms, it's an ideal way to interact with our huge engaging online audience.

It allows us to communicate your messages and your advertising campaigns to our student audience in real time, delivering high impact communication in a cost effective way.

OPPORTUNITY

PRICE

One Post (Either Social Media Account) **£50**

Two Posts (Either Social Media Account) **£95**

Three Posts (Either Social Media Account) **£125**



**8,000 +
Followers**

With Twitter being our most interactive social media platform, Scheduling a few tweets is a good way to gain the students attention.



**7,000 +
Followers**

Facebook continues to be the largest, and most widely used social media platform in the world, and a great way to interact with our students!



**1,300 +
Followers**

As we continue to populate and interact with students on our growing Instagram, why not schedule some stories with us?

EVENT & CLUB SPONSORSHIP

Event & Club Sponsorship is one of the best ways to get your organisation recognised by the student population. Sponsorship offers your organisation the opportunity to establish a lasting association of your brand with the student population.

Our annual Summer Ball is the biggest event of the year and a great opportunity for you to reach out to the 1,000+ students that attend.

We offer a vast range of packages and advertising opportunities that can be tailored to suit your brand or organisation. If you would like to get involved with any events that take place during the year then please contact us to discuss how event sponsorship can help you reach our student population.



CURRENT & PREVIOUS CLIENTS



Domino's



Red Bull

POT
NOODLE



Santander



Camp
America



GREGGS



DRAGON
TAXIS



“ It's been a pleasure working with Cardiff Met SU over the last few years, their media pack is always full of options and offers great value for money!

We have worked in partnership in regards to advertising and event attendance, from emails, social media and attending Freshers' Fayres.

Their dedicated team of staff are always on hand to ensure your advertising needs are met and they are always willing to offer their expertise to improve how our brand resonates with students.

This has enabled Endsleigh to remain the number one provider of student insurance for students studying at Cardiff Metropolitan University. ”

Stuart Jones - Account manager



BOOKING FORM

Company Name:

Company Address:

Post Code:

Telephone:

Email:

Invoice Address:

Purchase Order Number:

Name:

Position:

Date:

Signature:

Freshers

Fresher's Fayre

Stage Screen Adverts £200

Single Stand £500
(3 x 2 m)

Premium Stand £750
(6 x 2 m)

Platinum Stand £1,000
(6 x 2 m Includes additional marketing)

Goodie Bag £200
(1,000 Inserts)
£300
(2,000 Inserts)
£400
(3,000 Inserts)

Fresher's Guide

Inside Front Cover £600
(29.7 x 21 cm)

Inside Back Cover £550
(29.7 x 21 cm)

Back Cover £550
(29.7 x 21 cm)

Full Page Advert £400
(29.7 x 21 cm)

Half Page Advert £250
(15 x 21 cm)

Quarter Page Advert £150
(15 x 10.5 cm)

Wall Planner

Advert £200

Event Date Listing £25

Online

Email Marketing

Solus Email £500

Website

Headline Web Banner £300 p/m

Web Banner £100 p/m

News Story £200 p/m

Social Media

One Post £50

Two Posts £95

Three Posts £125

Onsite

Screens

TV Screen Advert £300 p/m

Posters

10 A3 Posters £40 p/w

1 A1 Poster £30 p/w

Flyers

Flyer Distribution £100
(Per 1000)

Stalls

Inside / Outside Stall

Total

Total + VAT

Terms & Conditions

Fresher's Guide payments must be in at least 10 working days before publications deadline. Artwork must be supplied in JPEG or PDF format and submitted before July 31st.

All prices quoted are subject to VAT at the current standard rate. Cheques must be payable to 'Futura Marketing'. Futura Marketing is the trading subsidiary of Cardiff Met Students' Union: registered charity number 1148990.

Please return completed form to djackson@cardiffmet.ac.uk

**PAYMENT MUST BE RECEIVED BEFORE
COMMENCEMENT OF ADVERTISING CAMPAIGN**