

Do our 12000 students know about your business?

MEDIA PACK

Advertise your business with Cardiff Met SU in 2018/19
Online - Social Media - On-Campus - Events



Futura
MARKETING & PROMOTIONS

cardiff**met****SU**

www.cardiffmetsu.co.uk

Contact Us:

029 2041 6190

WELCOME

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 12,000 current students, making any marketing campaign you wish to advertise easier and more effective!

However 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.



cardiffmetsu.co.uk/mediapack



ONLINE

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.

Website

Web Banner Advert **£100 p/m**

1140px x 110px

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

24 Hour News Story **£100 p/d**

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

Headline News Story **£200 p/d**

940px x 300px

Have your press release feature in our Students' Union news feed and also promoted on our headline image banner on the homepage of our website.

E-Letters

Banner Advert **£100**

600px x 100px

Have your banner advert feature in one of our fortnightly SU Newsletters emailed out to our online members.

E-Letter Advertorial **£150**

200 Words

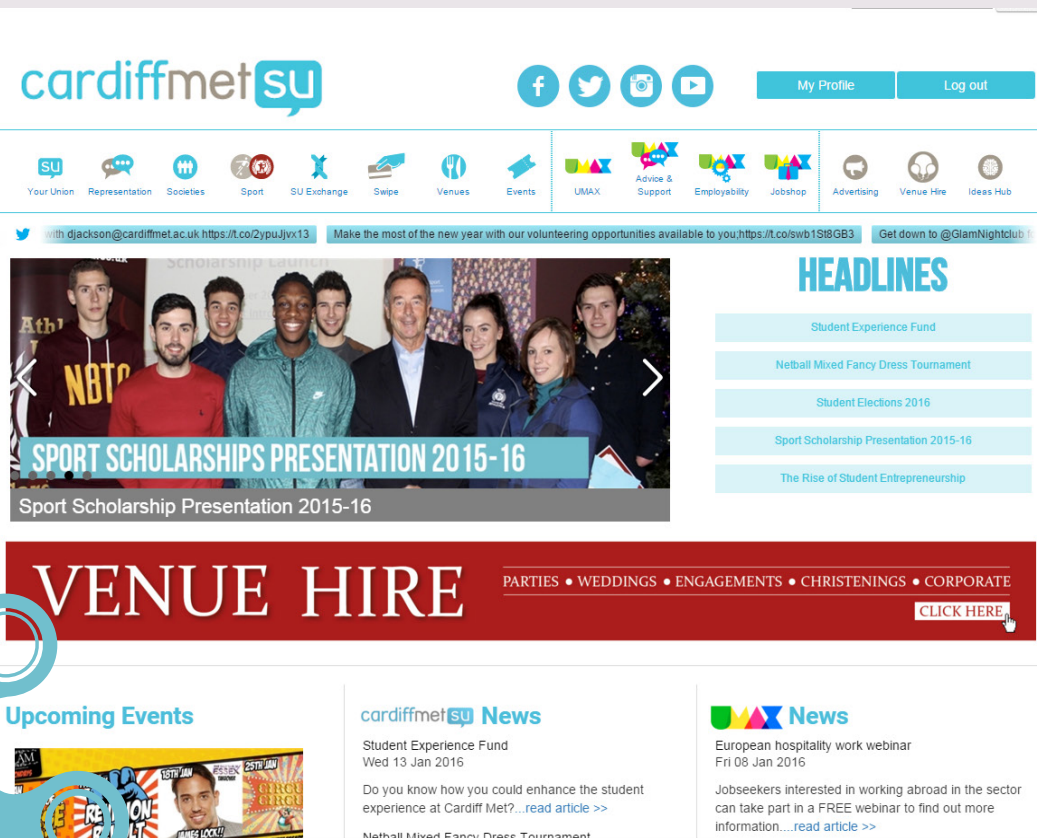
Have your press release advertorial feature within our fortnightly SU Newsletter which is emailed out to all of our online members.

Solo E-Letter **£500**

Have your very own Email sent out to our online members.

Targeted Solo E-Letter **From £500**

Have your very own Email sent out to a specific targeted group of our online members.



10,000+
website
visits a
month

SOCIAL MEDIA

With over **13,500** followers across our social media platforms, this is an ideal way to interact with our huge online audience. It allows us to communicate your message and your advertising campaigns to our student audience in real time, delivering high impact communication in a cost effective way.



7,000+ Followers



6,500+ Likes



cardiffmet **DISCOUNT CARD**

SWIPE

With around 1000 cards currently in circulation, our Swipe card members receive a vast range of discounts from both local and national businesses, we just need an offer from you and we manage the rest!

Combine a Swipe card campaign with one of our other advertising packages to maximise your impact and engagement with our students.

Get in touch with Dave Jackson for further details:

djackson@cardiffmet.ac.uk



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 to increase your profile with Cardiff Met students.

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

Plasma Screen Advertising
£300 per month

10 A3 Posters - £40
A1 Poster - £30

Flyer Distribution
£100 per 1,000

Inside/Outside Stall
Please get in touch for rates & availability



FRESHERS' FAYRE

Fresher's Fayre is your first opportunity of the year to promote your business to over 4000+ students, new and existing students at Cardiff Met. Taking place within our National Indoor Athletics Centre on 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, Fresher's 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 clubs and societies looking to recruit new members and demonstrates success year after year with the Athletic Union signing over 900 memberships alone last year.

Stage Screen Advert (£200)
Charity Stand (£200) - 3x2m
Single Stand (£500) - 3x2m
Premium Stand (£750) - 6x2m
Platinum Stand (£1,000) - 6x2m

Our prices are designed so that you get the best out of this event. Tailored packages are also available so make sure you get in touch to discuss options including stand sizes.



FRESHERS MAGAZINE & GOODIE BAGS

Fresher's Goodie Bags

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

£200 PER 1000 INSERTS

Fresher's Guide Magazine

The Fresher's Guide is a new strategy in delivering Fresher's information and is sure to get the students talking and create a strong buzz for the forthcoming Fresher's week. Last year 4,000 guides were produced and posted out to all Freshers and inserted in to the Fresher's Fayre Goodie bags.

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.

PAYMENT MUST BE RECEIVED BEFORE COMMENCEMENT OF ADVERTISING CAMPAIGN



Inside Front Cover
29.7x21cm

£600

Full Page Advert
29.7x21cm

£400

Inside Back Cover
29.7x21cm

£550

Half Page Advert
15x21cm

£250

Back Cover
29.7x21cm

£550

Quarter Page Advert
15x10.5cm

£150

EVENT SPONSORSHIP

Event 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 1,400+ 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.



Booking Form

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

Company Name:

.....

Company Address:

.....

.....

Post Code:

.....

Telephone:

.....

Fax:

.....

Email:

.....

Invoice Address:

.....

.....

Post Code:

.....

Purchase Order Number:

.....

Name:

.....

Position:

.....

Date:

.....

Signature:

.....

Freshers

Fresher's Fayre Stand

Charity Stand £200

3m x 2m

Charity stands are only applicable if you are a registered charity organisation

Single Stand £500

3m x 2m

Premium Stand £750

6m x 2m

Platinum Stand £1,000

6m x 2m

Includes additional marketing

Adverts

Stage Screen Adverts £200

Goodie Bag Inserts

1000 Inserts £200

2000 Inserts £300

3000 Inserts £400

Fresher's Guide

Inside Front Cover £600

29.7cm x 21cm

Inside Back Cover £550

29.7cm x 21cm

Back Cover £550

29.7cm x 21cm

Full Page Advert £400

29.7cm x 21cm

Half Page Advert £250

15cm x 21cm

Quarter Page Advert £150

15cm x 10.5cm

Online

Website

Web Banner Advert £100 p/m

Number of Months:

24 Hour News Story £100 p/d

Number of Days:

Headline News Story £200 p/d

Number of Days:

Social Media

One Post £50

Two Posts £95

Three Posts £125

E-Letters

Banner Advert £100

600px x 100px

E-Letter Advertorial £150

200 Words

Total

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 August 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.

☐ **Solo E-Letter** £500

Targeted Solo E-Letter from £500

Onsite

On-Site Stall

Inside Stall

3m x 2m

Outside Stall

8m x 8m

Posters

A3 £40 per week per 10 posters

Number of Posters:

Number of Weeks:

A1 £30 per week per poster

Number of Posters:

Number of Weeks:

Flyers

£100 per 1000 Flyers

Number of Flyers:

Screens

Total + VAT

PAYMENT MUST BE RECEIVED BEFORE COMMENCEMENT OF ADVERTISING CAMPAIGN

Current & Previous Clients

Doctor Who
Experience
Domino's Pizza
Dragon Taxis
Endsleigh Insurance
Wok & Go
Greggs
Spotify
CCUSA
Pot Noodle
Marmite
Red Bull
Wales Millenium
Centre
Virgin Media

Capital Radio
Hollywood Bowl
Lucozade
Santander
BUNAC
Mission Burrito
Cardiff Blues
Traveline Cymru
X Music Festival
Nando's
WIWO
Task Force Paintball
Acute Barbers
Deli Fuego
Pinnacle Letting



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
ENDSLEIGH INSURANCE

