

BRIGHTON
STUDENTS' UNION



MEDIA BOOKLET 2024 / 25

How Brighton Students' Union can help your business

How we can help you

The University of Brighton Students' Union is a registered charity which means all revenue generated from our commercial activity is invested back into supporting student led activities and initiatives. All 20,000 students studying at the University of Brighton are members of Brighton Students' Union.

The beginning of term offers some of the most rewarding marketing opportunities in the academic calendar. Freshers' Week is the first week of term when new students are introduced to university life and with over 20,000 students studying at the University of Brighton, this is a perfect opportunity for you to promote your brand and create lifelong customers.

Why advertise with us?

Our 20,000 Brighton Students' Union members come from all over the world to study at the leading and popular University of Brighton.

They are skilled, engaged, fun-loving, forward thinking and deserving of the best experiences and support services we can offer.

Uniquely, our four campuses are situated along the lively and culturally rich south coast – think seagulls, ice cream and many high quality locations for events and activities!

There's a whole lot going on for University of Brighton students and a whole range of media that you can use to target them with a range of digital and non-digital opportunities. It's a valuable and active market with opportunities to build loyalty now and beyond university.

Reach

We have three campuses in Brighton: Moulsecoomb, Falmer and Grand Parade with a huge student population across all sites. Each campus has its own unique character.

Term Dates

1st TERM 23th Sep– 13th December 2024
2nd TERM 6th January – 28nd March 2025
3rd TERM 22th April – 6th June 2025

We can offer our partners a fantastic opportunity to engage imaginatively on a variety of levels and to suit your budget, either across all campuses or targeted to a specific location or student group. Freshers' Week is the ideal opportunity to engage face to face with new and returning students, but opportunities to build and develop brand loyalty throughout the year are also available.

We can tailor campaigns, roll out delivery ideas and work out value for money packages.

We offer:

- Experiential opportunities to meet and engage with students on all campuses, to demonstrate your product or service
- Widespread distribution services across campuses for your promotions advertisements in print media
- Digital and online opportunities including social media campaigns
- Packages tailored to suit you



Need help planning your campaign? Contact Aaron Salins T | 07920 400211 E: a.salins@brighton.ac.uk

Freshers Fairs 2024

Help our new students feel welcome and give them an experience of your brand they won't forget! Freshers' Fair events are unrivalled opportunities to reach over 10,000 students across our Fairs and Welcome events at key locations as they arrive in their new homes.

BOOK BEFORE
JULY 2024 AND
GET A FREE
SCREEN ADVERT



These are very popular events so don't delay! It's first come, first served.

Brighton Freshers' Fair

Thursday 26th September 2024

Premium stall: £1500.00

Standard stall: £950.00

Need any more help? Contact

Aaron Salins T | 07920 400211

a.salins@brighton.ac.uk

PGCE Welcome Fair

Date : 6TH SEPT 2024
BSU, Falmer Campus

Standard stall: £200.00

Need any more help?

Then please contact

Aaron Salins
T | 07920 400211
a.salins@brighton.ac.uk



Need help planning your campaign? Contact Aaron Salins T | 07920 400211 E: a.salins@brighton.ac.uk

Freshers' Welcome Bags

The Freshers' Welcome Bag is a branded re-useable canvas bag which is given out to all students who attend our Freshers' Fairs and is used to hold goodies, flyers and information from the Students' Union and external companies. It's well known that students love their freebies and our Welcome Bags are eagerly received by thousands of students. Add your A5 insert inside the bag or have your logo featured externally on all bags

Number of bags: 5,000

Insert type: A5 Flyer (single)
£600.00 for all 5000 bags



Media stalls on campuses

Proven to be one of the most effective ways to get your brand noticed!

Meet, greet, delight and engage students with your product, service, installation or event. We have a whole host of events at several of our partner and own Students' Union venues that you can occupy and engage with. All spaces are flexible have high footfall and power is provided. Please book at least 7 days in advance. Taster sessions and sampling may also be possible, please contact us first.

Freshers' week rate £500.00 per day
Term time rate is £250.00 per day.

Posters on campuses

Display A3 posters in our high visibility poster boards across all campuses.

The Students' Union has A3 poster spaces in high footfall areas around all of our campuses. POS on application

Digital Screens - Bars and Cafes

Advertise on our plasma screens in all Brighton licensed cafe bars.

Full Screen static advert One week £250.00
One month £400.00

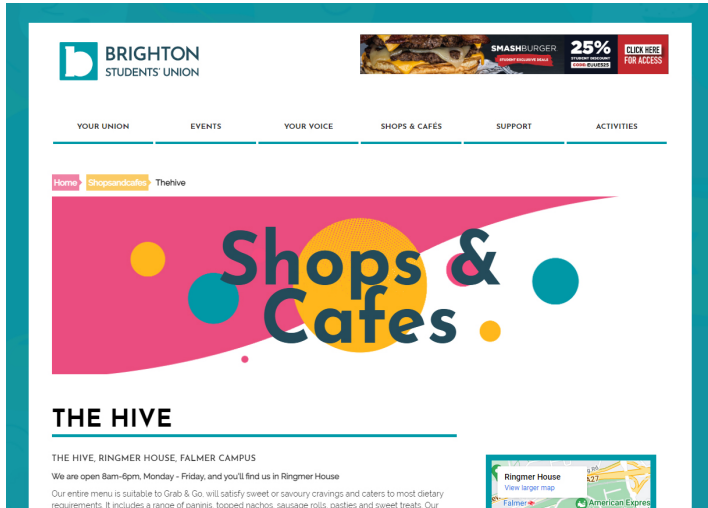


Website homepage web banner

Take advantage with a prominent web banner on our homepage, leading directing to your chosen web page or site that is featured on a cycle on all pages of the website

Direct link to URL - Size is 468 wide x 60 pixels static 72 dpi

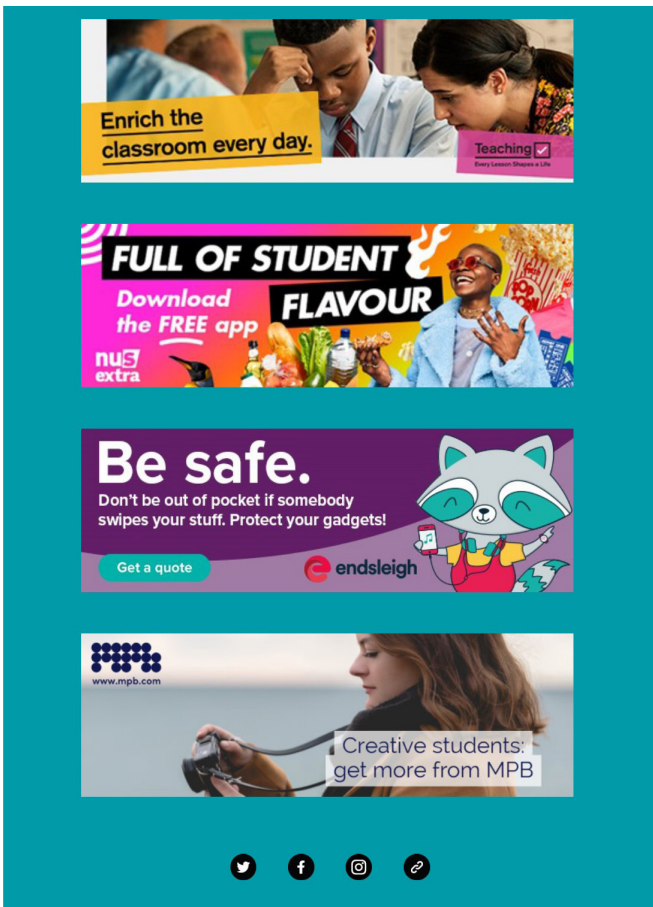
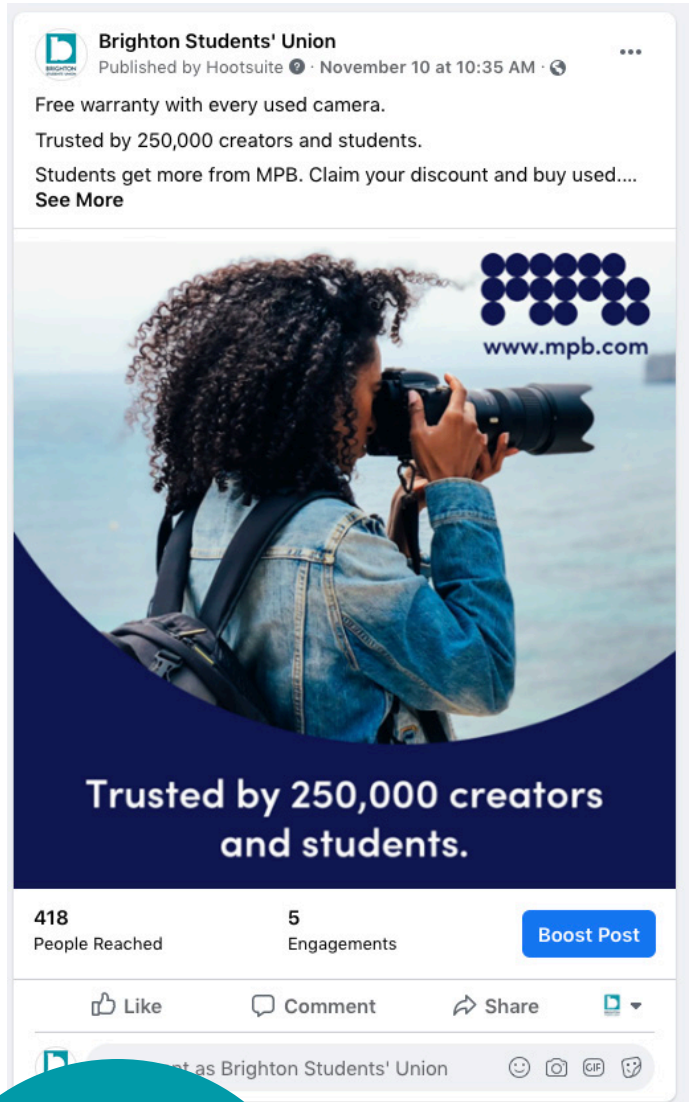
Per month £400.00, Per term £1200.00.



Social Media campaign

Message over 10,000 students on an active and engaging social media community. Our Facebook posts can reach up to over 4000 students per post and get over 1000 new likes just over Freshers' fortnight so expect even more this year.

Prices are based on individual posts with text, photos and a link works well with any marketing campaign. It is affordable and highly effective in terms of conversion for shares, retweets and likes.



E-Newsletters
are sent to 20,000
students every month.
ONLY £400!

Facebook

Up to 50 words including a website link and a jpeg image

Twitter

Up to 140 characters including a website link and a jpeg image

Cost : £150.00 exc VAT

Need help planning your campaign?

Contact Aaron Salins

T | 07920 400211

E: a.salins@brighton.ac.uk

PLEASE NOTE : Please pre book by two weeks in advance due to limited space - priority is given to Union campaigns but will be pasted within a 7 day window

It's easy to book marketing with us.

Email us if you'd like to know more.

We look forward to working with you.

Contact us

Aaron Salins – Sales and Contracts Manager

Email – a.salins@brighton.ac.uk

Telephone 07920 400211

