



RH SU

**FRESHERS' WEEK
MEDIA PACK**

July 2020

Hi there.

EVERY YEAR OVER 3000 NEW STUDENTS HEAD TO ROYAL HOLLOWAY TO BEGIN THEIR UNIVERSITY EXPERIENCE WHILE THOUSANDS OF RETURNING STUDENTS COME BACK TO WELCOME THE NEW ACADEMIC YEAR.

Connecting with our students early on is the key to building long-lasting relationships and brand loyalty throughout their time as a student and beyond. While Freshers' Week is going to be a little different this year, there are still loads of opportunities to engage with our students.

Royal Holloway has taken a number of steps to ensure teaching will be delivered on campus this academic year through a mix of in person and online blended teaching. We expect a full intake of new students into halls of residences with recruitment of home students particularly strong. We are also confident that our returning students will return to the local area as expected.

This pack focuses on those opportunities open to you over the start of the new academic year which is colloquially known as Freshers' Week - although we call it Freshers' Festival. For our full range of opportunities take a look at our Year Round Advertising Pack available on our website.

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ADVERTISING AND MEDIA SALES COORDINATOR
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DIGITAL FRESHERS' FAIR

TUESDAY 22 - WEDNESDAY 23 SEPTEMBER

We might not be able to host a physical Freshers' Fair this year but that doesn't mean you need to miss out on making long-lasting connections with our students. Launching on 22 September, our Digital Freshers' Fair gives students the opportunity to interact with your brand in a new and innovative way.

Users will be able to navigate through virtual rooms where they can connect with fellow students from sports teams and societies as well as companies like yours. Central to the offer is a two day virtual conference, featuring webinars from attendees about a wide range of student life topics.

All virtual stalls are redirected to a dedicated webpage for your organisation. Your page is the perfect opportunity to sell your organisation and can feature links to external pages where students can sign up to a mailing list, purchase a product or simply find out more about the work you do. Our team will work with you to understand your requirements and build a page together that meets your brand guidelines.

The event will be accessible until December 31 2020 with all webinars uploaded as replays allowing students to make repeat visits to the fair.

VIRTUAL STALL

£250

HOST YOUR OWN WEBINAR

£300

SPONSOR A WEBINAR

£100

COMMERCIAL OUTDOOR SPACE

MONDAY 21 - WEDNESDAY 30 SEPTEMBER

We have a large outdoor marketing space available throughout the Freshers' Week period in one of the highest footfall locations on campus offering great engagement opportunities.

Our first space is a 10m x 8m bay which can accommodate a vehicle such as a tour bus and is located on the main access road through campus. This busy route will ensure maximum visibility for your activity.

The second space is on the main Union Plaza and has the option of a pre-covered canopy, measuring 7m x 7m. As a main cut through from halls of residence to teaching spaces, this is one of the busiest routes on campus. We can offer a 16amp power supply to both spaces.

MARKETING SPACE 1

10m x 8m

1 Day £1000 | 2 Days £1750

MARKETING SPACE 2

7m x 7m

1 Day £750 | 2 Days £1300

WELCOME GUIDES

Our Welcome Guide is sent by mail directly to 3000 new students before the start of the academic year. Starting out the university journey can be a daunting experience. That's why we create a comprehensive welcome guide, providing students with hints, tips and tricks to get them through the first few months at university.

To support local businesses we're offering a heavily discounted opportunity where you can place a full colour advert in this year's guide one one low fee. As part of this, we will also upload your details and any student offers you have to the TOTUM (previously NUS Extra) app giving you additional exposure.

LOCAL BUSINESS DIRECTORY

£50

All artwork should be sent 60mm x 40mm in JPG format.



BEDROOM BOXES

Want to get a sample of your product into the hands of students? This is your perfect opportunity, our bedroom boxes are distributed directly to all bedrooms on campus.

Depending on what best suits your business' intentions, you can either include a leaflet/flyer advertising your business, a sample of your product or, for maximum exposure, your organisation can be the feature sponsor of all 2000 bedroom boxes.

SAMPLE

£300

FLYER

£150

WALL PLANNER

The classic wall planner offers you year-round brand recognition. Our 2020/21 wall planners will be delivered to all student accommodation on campus, meaning over 3000 walls potentially adorned with your organisation's name on them.

Packed with all the crucial dates and events for the academic year, you'll find yourselves pinned up on notice boards and walls throughout campus - an ideal opportunity to advertise long term student focused promotions.

ADVERT

£250

All artwork should be sent 90mm x 90mm in JPG format.

DISPLAY ADVERTISING

DIGITAL SCREENS

Our digital display screens form a core part of our advertising offer, giving you high levels of exposure through high quality and visually attractive ambient media platforms. We have five portrait and five landscape screens located in high footfall areas of the Students' Union building and Union Shop.

The playlist on our portrait screens is 60 seconds long with your ad showing for a minimum of 10 seconds per minute when the screens are on during our opening times which comes in at over 700 times per screen per day. The costs are per screen as this allows us to cater to all client requirements and budgets.

PORTRAIT - SU BUILDING AND SHOP

£100 per screen per week

LANDSCAPE - SU BAR (LOCAL BUSINESS ONLY)

£50 per screen per week

All portrait artwork should be sent 1080px x 1920px in JPG format.
All landscape artwork should be sent 1920px x 1080px in JPG format.
Animated artwork should be sent as an MP4 file.

DIGITAL ADVERTISING

WEB BANNERS

Our website su.rhul.ac.uk is the heart of student life on campus and our central digital presence, receiving in excess of 22,000 unique visitors a month providing students with the latest news and events on campus.

Banner adverts on our website provide an effective method of directing students straight to your website using URL linking, increasing both traffic to your site and awareness of your promotional campaigns.

Our website begins to get busy from A-Level results day with traffic continuing to increase throughout the welcome period with over 144,000 unique pageviews during last year's Freshers' Week.

1 WEEK

£100 per week

1 MONTH

£300 per month

All artwork should be sent 728px x 90px in JPG format.

PIZZA PECKISH?

REPRESENTING YOU

GET INVOLVED

ADVICE

WHAT'S ON

VENUES

SHO

ERS SU

DIGITAL ADVERTISING

SOCIAL MEDIA POSTS

We can support your promotional campaigns through our strong social media following across our Facebook, Twitter and Instagram accounts.

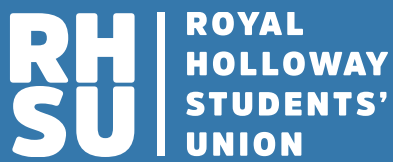
FACEBOOK & TWITTER

£200 per post

INSTAGRAM STORY

£150 per post

All artwork should be sent 640px x 640px in JPG format.



@SURHUL / SU.RHUL.AC.UK