MEDIA PACK
Hi there.

WOULD YOU LIKE TO START A CONVERSATION WITH 11,000+ STUDENTS? HOW ABOUT REACHING THE STUDENT MARKET IN A COST-EFFICIENT MANNER? WITH OUR HELP, YOU COULD ADVERTISE DIRECTLY TO THEM, THROUGH US.

Whether it be hosting annual events, setting up stalls, or voicing campaigns, the Students’ Union is the heart of student life on campus. It speaks as the representative voice of those studying here, and this means we can reach out to them in a variety of different ways, all year round.

As we continue to navigate through the COVID-19 pandemic, we have altered our portfolio of available marketing options to give you the best opportunities, suitable to the current situation. In addition to on-site promotions and sponsorship opportunities, there are loads of ways for your organisation to reach and engage with our students through our digital media channels.

Melody Curtis
Advertising and Media Sales Coordinator
marketing@su.rhul.ac.uk
A LITTLE BIT ABOUT US.

WE HAVE 11,732 STUDENTS

9636 UNDERGRADUATES

2096 POSTGRADUATES

SPLIT ACROSS THREE DEGREE TYPES

1389 TAUGHT
707 RESEARCH

1841 INTERNATIONAL

9125 UK

766 EU

+ OUR @SURHUL SOCIAL CHANNELS HAVE 27,097+ FOLLOWERS

12,798+

8003+

6296+
Year-round Opportunities.

Our year-round opportunities are a great way of promoting your brand to students throughout the academic year in a variety of different locations.
LET’S GET ANALYTICAL.

OUR WEBSITE HAD 1,012,233 UNIQUE PAGE VIEWS BETWEEN 1 AUG 20 - 31 JULY 21

LAST YEAR WE HAD 4.8M IMPRESSIONS ACROSS OUR SOCIAL MEDIA

INCLUDING 1.8M ON INSTAGRAM STORIES

WITH 3593 UNIQUE FRESHERS’ FAIR VISITORS ON 20 - 21 SEP 2021

AND NOT TO BOAST, BUT OUR WEEKLY EMAIL OPEN RATES ARE PRETTY SPECIAL

42.4% AVERAGE FOR OUR WEEKLY STUDENT NEWSLETTER

ALL OF THIS HAS HELPED US ACHIEVE...

11,796 VOTES IN THE SU ELECTIONS

909 STUDENT GROUP EVENTS

2402 NEW FOLLOWERS ON SOCIAL MEDIA
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.

Be seen on just one screen or visible across sites - you can book per screen, so it suits all budgets and campaign requirements.

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 1280px x 720px in JPG format.
Animated artwork (portrait screens only) should be sent as an MP4 file and be no longer than 10 seconds in duration.
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 16,000 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 gets busy from A-level results day with traffic continuing to increase throughout Freshers’ Festival - we had 137,094 unique pageviews in that period last year.

1 WEEK
£100 per week

1 MONTH
£300 per month

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

A classic way to reach our students. Your advert will be posted on our main @SURHUL accounts, where we keep students updated with the latest news on our events and services. Our Facebook page has more than 13,000 followers and boasted average daily impressions of 1650 during 2020/21. Meanwhile, our Twitter account has amassed 6000+ followers and saw just shy of 850,000 impressions last year.

All artwork should be sent 1200px x 628px in JPG format.

INSTAGRAM STORIES
£150 per post

Posted through the ‘Stories’ feature on our main @SURHUL account, your advert will be live for a 24-hour period. Instagram is our fastest-growing platform with 2134 net follower growth last year (+44%). We’ve since gained an additional 900+ followers since August, taking us to over 8000 in total. Our average story reach is now above 2000 (and this is only going to continue growing), providing a fast and effective way of reaching a large number of students in a short time frame. We also now have the ability to add a link to your chosen URL facilitating click through functionality and increased exposure for your brand.

All artwork should be sent 1080px x 1920px in JPG format.
The ‘safe area’ is considered within 1080px x 1420px - please keep this in mind when designing your artwork so you don’t cover important details!
The current COVID-19 situation has resulted in our students engaging with digital media channels more than ever before; our weekly student newsletter boasted an average open rate of 42.4% throughout the 2020/21 academic year, figures well above the education sector average (24.9%).

Each week we send out an email to all 11,000+ students detailing upcoming events, campaigns, and news stories. We limit adverts to one per email to ensure they get the maximum amount of engagement and click-throughs.

Take advantage of the current digital media surge and book your email ad today!

**EMAILS**

**PRICES**

£500 per email

All artwork should be sent 1200px x 628px in JPG format. Max 150 words to accompany image.
**DAY ONE - SUMMER BALL**

**Date:** Thursday 2 June 2022 (8pm-6am)

**Estimated attendance:** 3500-4000 (3350 tickets on sale to students, additional tickets made available to staff and their guests). Historically this event has always sold out.

On Thursday 2 June, we’ll be joined by over 3350 students as the biggest night in the Royal Holloway calendar returns. Featuring live performances from some of the UK’s biggest artists, fairground rides, street food and banging tunes from 8pm through to 6am in the historic surroundings of Founder’s Building; the Summer Ball is the premier way to sign off the Royal Holloway year.

With a double platinum number one single, a BRIT Award, two MOBO Awards, and two further platinum-selling singles under her belt, we’re thrilled that the incredible **Ella Eyre** is headlining this year’s event! We’ll also be joined by Irish DJ and producer **Shane Codd**, London-based, singer-songwriter **Olivia Dean** and loads more acts with live music and entertainment zones spread across Founder’s Quads and Founder’s Square.
Sponsorship Package

PLEASE NOTE THIS PACKAGE PROVIDES EXCLUSIVITY AS THE ONLY SPECIFIED SECTOR BRAND TO BE ADVERTISED USING THE FOLLOWING MEDIA CHANNELS:

**Website sponsor:** Logo and hyperlink from the main Summer Ball event page to a URL of the client’s choosing. Logo positioned in a prominent position on the Summer Celebrations landing page.

- Logo on Summer Ball e-comms sent to 11,000+ students
- Logo included on plasma screen advertising across our five portrait HD digital screens
- Logo on A0 and A3 event posters in areas of high student footfall
- Logo on all social media deliverables relating to the event
- Logo in official event programme
- Social media promotion for your brand across all @SURHUL channels

Four tickets to attend the Summer Ball. These tickets can be used for you, your colleagues or clients. (Ticket value £300 – please note these tickets are named and are not for resale).

**COST**

| Total (Net) | £2,950 |
| Discounted price | £895 |

* All price subject to VAT at the current rate
DAY 2: QUEEN’S PLATINUM JUBILEE CELEBRATION

Date: Friday 3 June 2022 (2pm-9pm)
Estimated attendance: Approximately 1500-2000 (800 free tickets on sale to local residents + additional tickets on sale to general public).

We’re inviting the local community to celebrate the Queen’s Platinum Jubilee in style with our family fun day featuring children’s entertainers, fairground rides and Queen Will Rock You - one of the world's most authentic tributes to the legend that is Freddie Mercury and Queen.

Taking place within the glorious grounds of Founder’s Building, we’ll also be bringing street food stalls, live music performances and of course plenty of Jubilee-themed décor to celebrate Her Majesty The Queen’s 70 years of service.

800 free tickets have already been snapped up by the local community and we expect this to be a great opportunity to advertise to all ages.
**Sponsorship Package**

**Website sponsor:** Logo and hyperlink from the main Queen’s Platinum Jubilee Celebration event page to a URL of the client’s choosing. Logo positioned in a prominent position on the Summer Celebrations landing page.

Logo on Jubilee Celebration e-comms sent to 11,000+ students

Logo on Jubilee Celebration digital screen advertising (up to and including the date of the event)

Logo on posters relating to the event: A0 & A3 in areas of high student footfall

Four tickets to attend the event. These tickets can be used for you, your colleagues or clients. (Ticket value £100 – please note these tickets are named and are not for resale).

**COST**

| Total (Net) | £1,000 |
| Discounted price | £495 |

*All price subject to VAT at the current rate*
Local Business Stand Space

Do you own a local business?
Book a stand space at the Royal Holloway Queen’s Jubilee Celebration; promote and sell your products and services, to an audience of over 2000 people. Apply now, as stand spaces are very limited!

Size: 3m x 3m space

Website sponsor: Logo and hyperlink from the Queen’s Platinum Jubilee Celebration landing page to a URL of the client’s choosing.

COST

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*All price subject to VAT at the current rate*
Local Business Online Package

Advertise your business to Royal Holloway staff, students and the local community with our digital package, worth over £350.

**Website sponsor:** Logo and hyperlink from the [Queen’s Platinum Jubilee Celebration landing page](#) to a URL of the client’s choosing.

**Two tickets to attend one of the three events. These tickets can be used for you, your colleagues or clients.**

Social media promotion in build up to the event, plus additional promotion during and post event:
- 1 x Facebook post (@SURHUL)
- 1 x Twitter post (@SURHUL)
- 1 x Instagram Stories post (@SURHUL)

**COST**

| Total (Net) | £ 125 |

*All price subject to VAT at the current rate*
DAY THREE - FOUNDER’S CALLING

Date: Saturday 4 June 2022 (8pm-6am)
Estimated attendance: Ticket sales are available up to the maximum capacity of 3800 (while aimed at alumni students from the 2020 and 2021 cohorts, this event is also open to the wider student body and the general public).

After we sadly had to cancel plans for events in 2020 and 2021, we wanted to make sure that graduates had the chance to come back and relive the Summer Ball they never had. We’ve also opened up the event to the general public so any keen festival-goers can also enjoy an evening of live music, street food and old school funfair rides in the historic surroundings of Founder’s Building.

Some huge artists including Sigma (DJ Set), Example and Karen Harding are taking centre stage at the event with support from the likes of Katie Kittermaster, Sick Trumpet and RuPaul’s Drag Race favourites Cheryl Hole, Vanity Milan and Danny Beard.
Sponsorship Package

PLEASE NOTE THIS PACKAGE PROVIDES EXCLUSIVITY AS THE ONLY SPECIFIED SECTOR BRAND TO BE ADVERTISED USING THE FOLLOWING MEDIA CHANNELS:

Website sponsor: Logo and hyperlink from the main Founder’s Calling event page to a URL of the client’s choosing. Logo positioned in a prominent position on the Summer Celebrations landing page.

- Logo on Founder’s Calling e-comms sent to our mailing list
- Logo included on plasma screen advertising across our five portrait HD digital screens
- Logo on A0 and A3 event posters in areas of high student footfall
- Logo on all social media deliverables relating to the event
- Logo in official event programme
- Social media promotion for your brand across all @SURHUL channels
- Four tickets to attend the Founder’s Calling. These tickets can be used for you, your colleagues or clients. *(Ticket Value £300 – Please note these tickets are named and are not for resale).*

COST

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<tr>
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* All price subject to VAT at the current rate
Brand Activation Package

The package provides a well-placed location for the experiential stand/vehicle for the three-day duration. Package includes all three Summer Celebrations events:

- **Summer Ball**
- **Queen’s Platinum Jubilee Celebration**
- **Founder’s Calling**

Single day requirements may be considered, please email marketing@su.rhul.ac.uk to discuss.

THREE-DAY ACTIVATION PACKAGE

Experiential stand/vehicle offering interactive elements
e.g. sampling and pull up bar (maximum dimensions approx. 7m x 2m)
Trading times on day two for the Jubilee Celebration: 5pm to 9pm.
Activation and vehicle remain in situ for the three-day duration.

Please note: Setup of vehicle and experiential stand is Wednesday 1 June 2022.

Social media promotion per month in build up to the event, plus additional promotion during and post event:
1 x Facebook post (@SURHUL)
1 x Twitter post (@SURHUL)
1 x Instagram Stories post (@SURHUL)

COST

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* All price subject to VAT at the current rate
Digital Package

**Website sponsor:** Logo and hyperlink from the [Summer Celebrations landing page](#) to a URL of the client’s choosing.

**Two tickets to attend one of the three events. These tickets can be used for you, your colleagues or clients.**

Social media promotion in build up to the event, plus additional promotion during and post event:
- 1 x Facebook post (@SURHUL)
- 1 x Twitter post (@SURHUL)
- 1 x Instagram Stories post (@SURHUL)

### COST

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* All price subject to VAT at the current rate