Hi there.

Would you like to start a conversation with 10,900+ 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 things look a little different this year due to the Covid-19 pandemic, we have altered our portfolio of available marketing options to give you the best opportunities, suitable to the current situation. Using a mix of our popular digital media channels, there are still loads of ways for your organisation to reach and engage with our students.

In 2021, when the situation improves and guidance has changed, we will again extend our range of available marketing options, to include on-site promotions and sponsorship opportunities.

Melody Curtis
Advertising and Media Sales Coordinator
marketing@su.rhul.ac.uk
About Us:

We have 10,940 students split across three degree types:

- 9,193 Undergraduates
- 1,748 Postgraduates
- 1,544 International
- 9,397 UK/EU
- 561 Research

Our social channels have 24,745+ followers:
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 1,886,562 unique page views between 1 Aug 19 - 31 July 20.

Last year we had 40,200 link clicks across our social media.

297,808 of those hits were during freshers between 12 Sep - 4 Oct 2020.

With 4,895 freshers fair visitors on 29 Sep 2020.

Plus... 321,400 engagements.

And not to boast, but our weekly email open rates are pretty special.

All of this has helped us achieve...

55,190 tickets sold to our events.

30.6% SU elections record turnout.

3,583 student group members.

30.7% year-round average.
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. This means your advert will appear over 700 times per screen per day. The costs are listed 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 1280px x 720px in JPG format.
Animated artwork should be sent as an MP4 file.
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.

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 almost 13,000 followers and boasted an average daily reach of 1956 during 2019/20. Meanwhile, our Twitter account is approaching 6000 followers and saw a rise in both post link clicks (+18.8%) and retweets (+29.1%) 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 1128 net follower growth last year (+55.6%). We’ve gained an additional 900+ followers since August, taking us to over 5850 in total. Our average story reach is now above 1500, providing a fast and effective way of reaching a large number of students in a short time frame.

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!

All prices subject to VAT at the current rate
Our high-quality responsive emails boast average open rates of 30.7% throughout the year, figures well above the sector average (17.9%).

The current situation has resulted in our students engaging with digital media channels more than ever before; during term one our open rates rocketed well in excess of 40% with click-through rates up at 9.3% (far higher than the sector average of 2.6%).

Each week we send out an email to all 10,900+ 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!

**PRICES**

£500 per email

All artwork should be sent 1200x628px, JPG/PNG format. Max 150 words to accompany image.