



RH SU

MEDIA PACK

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

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A LITTLE BIT ABOUT US.

WE HAVE
10,940
STUDENTS

9,193

UNDERGRADUATES

SPLIT ACROSS
THREE
DEGREE TYPES

1,544

INTERNATIONAL

1,748

POSTGRADUATES

561 RESEARCH

9,397

UK/EU

+ OUR @SURHUL
SOCIAL CHANNELS HAVE

24,745+
FOLLOWERS



12,908+



6,118+



5,719+

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.

LAST YEAR WE HAD
40.2K
LINK CLICKS
ACROSS OUR
SOCIAL MEDIA

PLUS...
321.4K
ENGAGEMENTS

✓
NICE.

OUR WEBSITE HAD
1,886,562
UNIQUE PAGE VIEWS
BETWEEN 1 AUG 19 - 31 JULY 20

297,808
OF THOSE HITS WERE
DURING FRESHERS
BETWEEN 12 SEP - 4 OCT 2020

WITH 4,895
FRESHERS FAIR
VISITORS
ON 29 SEP 2020

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

30.7%

YEAR-ROUND
AVERAGE

ALL OF THIS HAS HELPED US ACHIEVE...

55,190

TICKETS SOLD
TO OUR EVENTS

SU ELECTIONS
RECORD TURNOUT

30.6%

3,583

STUDENT
GROUP MEMBERS

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.

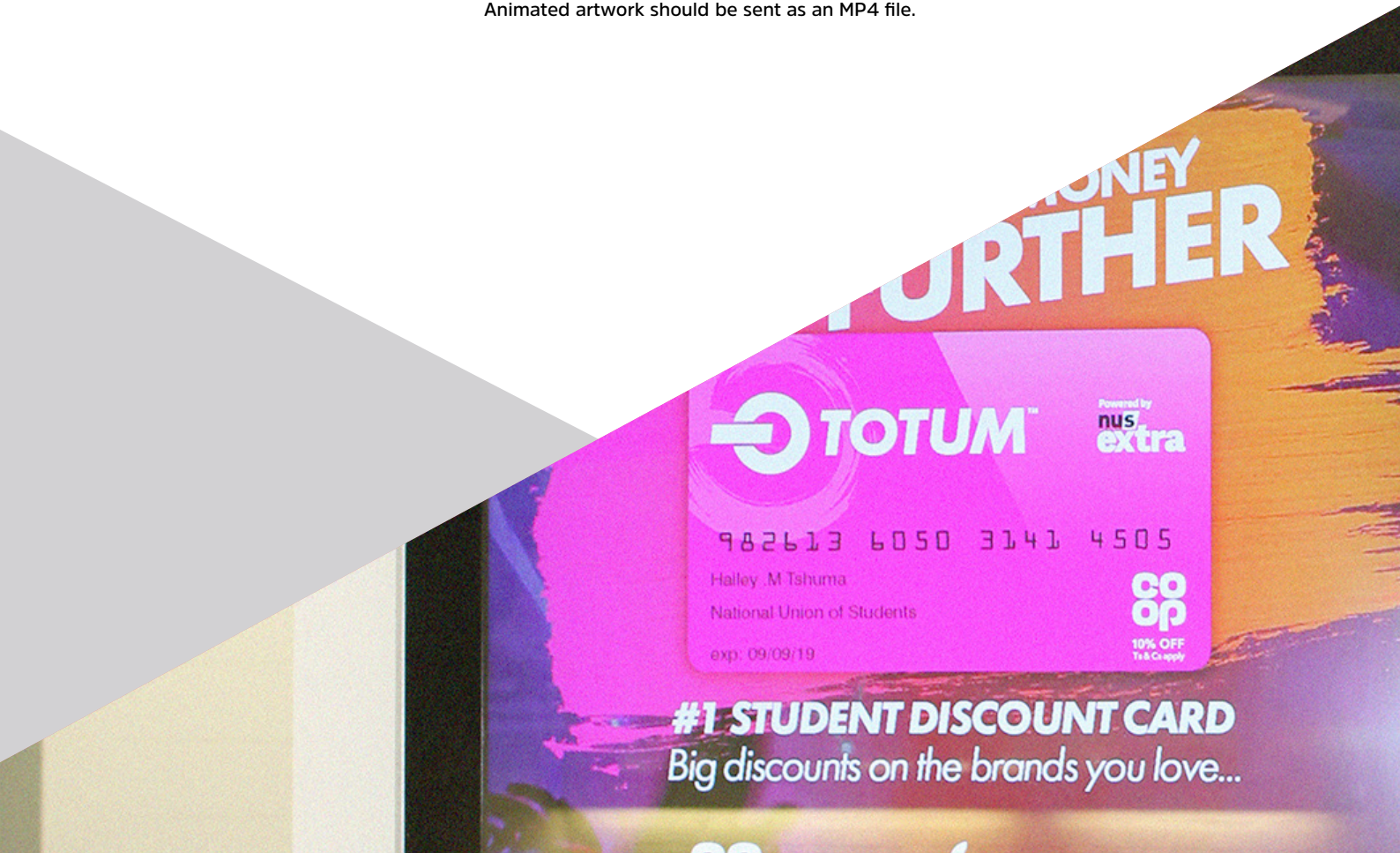
PORTRAIT - SU BUILDING AND SHOP

£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.

PIZZA PECKISH?

VENUES

WHAT'S ON

ADVICE

GET INVOLVED

REPRESENTING YOU

CAREERS SU
POLICY INQ

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!

EMAILS

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%).

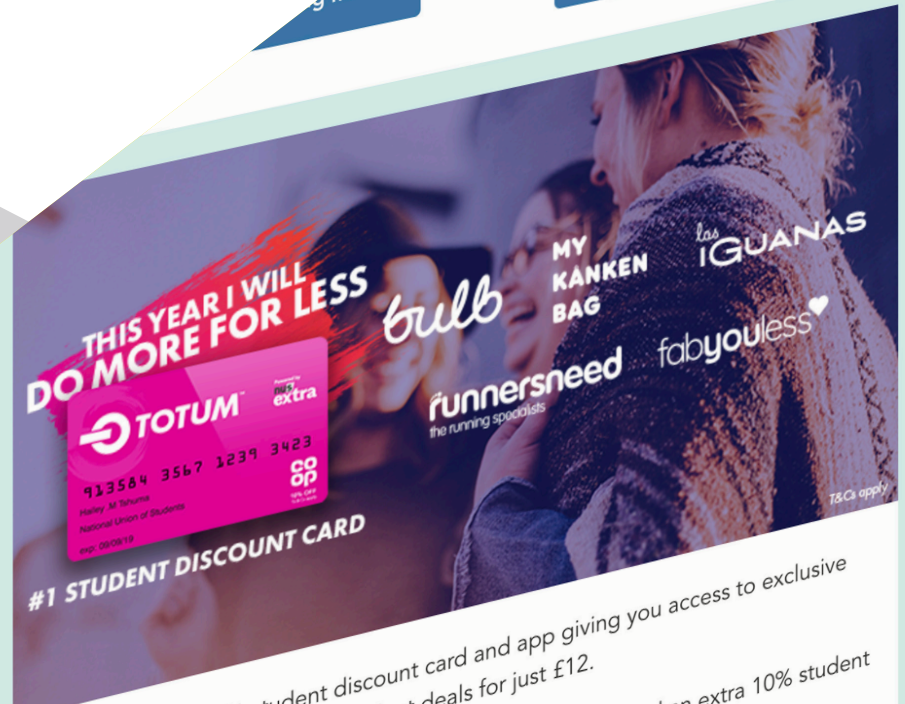
Each week we send out an email to all 10,900+ students detailing upcoming events, campaigns, and news stories. We limit adverts to one per email to ensure they get the maximum amount of engagement and click-throughs.

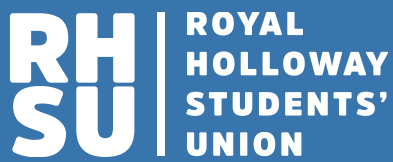
Take advantage of the current digital media surge and book your email ad today!

PRICES

£500 per email

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





@SURHUL / SU.RHUL.AC.UK