RHSU

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

SPLIT ACROSS THREE DEGREE TYPES

9636 UNDERGRADUATES

2096 POSTGRADUATES

1389 TAUGHT
707 RESEARCH

1841 INTERNATIONAL

766 EU

9125 UK

+ 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

193,521 OF THOSE WERE DURING FRESHERS’ FESTIVAL BETWEEN 17 SEP - 26 SEP 2021

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

LAST YEAR WE HAD 4.8M IMPRESSIONS ACROSS OUR SOCIAL MEDIA INCLUDING 1.8M ON INSTAGRAM STORIES

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!

All prices subject to VAT at the current rate
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!

PRICES
£500 per email

All artwork should be sent 1200px x 628px in JPG format. Max 150 words to accompany image.