WELCOME TO SUARTS

University of the Arts London has 19,000+ students studying across six colleges in a variety of creative disciplines. UAL students are an integral part of the national and international student body in London, and the Students’ Union offer an incredible range of marketing opportunities to ensure that your brand has unrivalled access to our student community.

<table>
<thead>
<tr>
<th>Current Students per college</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Camberwell College Of Arts</td>
<td>4,400</td>
</tr>
<tr>
<td>Central Saint Martins</td>
<td>4,450</td>
</tr>
<tr>
<td>Chelsea College Of Arts</td>
<td>5,300</td>
</tr>
<tr>
<td>London College Of Communication</td>
<td>1,200</td>
</tr>
<tr>
<td>London College Of Fashion</td>
<td>1,400</td>
</tr>
<tr>
<td>Wimbledon College Of Arts</td>
<td>800</td>
</tr>
</tbody>
</table>

For all advertising and sponsorship enquiries, please contact Jess Forsyth, Fundraising Coordinator: j.forsyth@su.arts.ac.uk
## RATE CARD 2015–2016

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>REACH</th>
<th>TARGET AUDIENCE</th>
<th>SPECIFICATION</th>
<th>PRICE</th>
</tr>
</thead>
</table>
| Website banner on SUARTS.org | 7,000 unique visits p/m | Current students | 475x100px JPEG/ GIF/ PNG | 1 week: £200  
1 month: £450  
1 year: £4,000 |
| Feature on SUARTS Discount Partners page | | Current students and UAL staff | 500x500px JPEG, 100-word blurb and URL | Upfront fee (including 1x Facebook, 1x Twitter and 1x Tumblr post): £200  
1 month thereafter: £100  
6 months thereafter: £500  
1 year thereafter: £800 |
| Website banner on madeinartslondon.com | | Current students, recent graduates, art collectors, gallerists etc | 300x150px JPEG/ GIF/ PNG | 1 week: £150  
1 month: £400 |
| Social media | | Current students, recent graduates and UAL staff | Suitable content, JPEG, URL | Package includes:  
1x Facebook, 2x Twitter and 1x Tumblr post: £150 |
| Newsletter advert | 19,000+  
25-30% open rate | Current students | 500x500px JPEG and URL | 1 edition - £600  
2 editions - £900 |
| Solus email | 19,000+  
25-35% open rate | Current students | HTML | 1 email send: £800  
2 emails: £1,200 |
| Face-to-face | Location footfall (hundreds) | Current students, UAL staff and visitors | | £400 per day |
| Flyering | 2,000 max per day | | | £200 per 1,000 flyers |

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WEBSITE ADVERTISING

WEBSITE BANNERS

The online hub for student activity, containing up-to-date information on activities and creative opportunities within the Students’ Union and the University. The website receives over 100,000 visits per academic year, making it the go-to place for student news, events, sports and societies, and creative opportunities. Display your branded website banner across all SUARTS pages and get noticed.

- 1 week: £200
- 1 month: £450
- 1 year: £4,000

**Specification:**

- 475x100px JPEG/ GIF/ PNG
- SUARTS.ORG
- 7,000 unique visits per month

SUARTS STUDENT DISCOUNT PAGE

If you have a special offer to share with our students, then you can now feature on our Exclusive Students Discounts page (www.suarts.org/discounts). Students love to save money and grab a bargain and the page has proved extremely popular with UAL students and staff since launching. Our discount partners have seen significant uptake on their offers, with our students regularly redeeming the discounts.

This is a cost effective way to attract students’ attention and guarantee their engagement.

**Price**

- Upfront fee (including 1x Facebook, 1x Twitter, 1x Tumblr post): £200
- 1 month thereafter: £100
- 6 months thereafter: £500
- 1 year thereafter: £800

**Specification:**

- 500x500px JPEG
- 100-word blurb and URL

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MADEINARTSLONDON.COM

An online platform selling art and design by current UAL students and recent graduates. Made in Arts London (MiAL) is a student and graduate-led, not-for-profit enterprise which supports artists to develop the skills, experience and connections necessary to sustain their creative practice.

Customers and collectors will find art and design on Made in Arts London ([www.madeinartslondon.com](http://www.madeinartslondon.com)) that cannot be found anywhere else. Through our website and online shop, we hope to break down geographical, physical and time barriers to accessing the most exciting, emerging art and design, and provide behind-the-scenes access to the artists’ process that is otherwise only accessible at short-lived degree shows.

Advertise your business alongside work created by our very talented artists and engage with UAL current students and recent graduates, MiAL customers, art collectors, gallerists and partners.

Advert:
1 week: £150
1 month: £400

Specification:
300x150px

For all advertising and sponsorship enquiries, please contact Jess Forsyth, Fundraising Coordinator: j.forsyth@su.arts.ac.uk
SOCIAL MEDIA

Our social media channels are alive with student-relevant content and up-to-the-minute news and information. UAL students are highly active on our Students’ Union social networks, and we use them to communicate a multitude of creative opportunities, the latest information and services available to them, as well as details of marketing partners SUARTS can provide your business with integrated, cross-platform marketing to ensure that you reach students through a variety of channels.

Social media package:
1x Facebook, 2x Twitter and 1x Tumblr post: £150

For all advertising and sponsorship enquiries, please contact
Jess Forsyth, Fundraising Coordinator: j.forsyth@su.arts.ac.uk
EMAIL NEWSLETTER

We send out a bespoke college newsletter to UAL students every week. We can include your company advert and message alongside our student newsletter updates, which let students know about the latest events, opportunities and special offers.

The benefit of advertising in our weekly newsletter is that we can target specific colleges, rather than the whole of UAL, depending on your campaign objectives. The newsletters have high engagement and are well-read by our student body.

SOLUS EMAIL

Fully branded, direct emailing to our database of current UAL students. High open rates, averaging between 20–35%.

Specifications:
- Specifications: 500x500px JPEG and URL

1 edition: £600
2 editions: £900

For all advertising and sponsorship enquiries, please contact Jess Forsyth, Fundraising Coordinator: j.forsyth@su.arts.ac.uk
FACE-TO-FACE

UAL is split into six colleges with campuses based across London – due to this, we don’t have one central location available for on-campus marketing. However, we do have spaces available in the following colleges for promotional activities.

- Darkroom Bar, London College of Communication (busy all-day student bar)
- Blueprint Café, London College of Fashion (Holborn)

We can book you space in these high footfall locations, offering you the opportunity to directly engage with UAL students within their colleges. We also offer marketing support in advance of your activity to let students from all UAL colleges know when you’re on campus and where you’ll be.

Price - £400 for 1 day on campus

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SPONSORSHIP OPPORTUNITIES

Sponsoring one of our events is undoubtedly the best way to engage with the UAL student body. By supporting our creative or sporting events, your business will gain unrivalled marketing access and benefit from direct and meaningful engagement with the UAL audience.

MADE IN ARTS LONDON EXHIBITIONS

Made in Arts London (MiAL) is a student and graduate-led, not-for-profit enterprise, promoting and selling art and design by UAL students and recent graduates. We support our artists to develop the skills, experience and connections necessary to sustain their creative practice. Aside from exhibiting at art fairs, MiAL holds a number of independent exhibitions throughout the year and these events offer an opportunity to not only buy work from our emerging artists and designers, but to meet and speak with them about their art too.

MiAL has exhibited at the Menier Gallery in 2012, Affordable Art Fair Hampstead 2013 and London Art Fair 2014. We have organised a number of independent exhibitions, including ‘Process in Exile’, ‘Re | Collections: Performance & Print’; MiAL at Harmonic Capital in 2013; and Capsule at Embassy Tea Gallery in 2015.

Made in Arts London works in partnership with exciting brands, individuals and organisations that support emerging talent. To find out how you can partner with MiAL and work with the top creative talent from Europe’s largest arts and design university, contact Rosa Harvest, Made in Arts London Coordinator: rosa@madeinartslondon.com
XHIBIT

Founded in 1997, Xhibit showcases the best emerging creatives from across UAL and is one of SUARTS most significant events. Xhibit is open annually to all current UAL students and is selected by an expert panel of creative industry professionals. There are no themes or constraints, and students studying at any level – in any discipline – can enter.

Xhibit receives entries from hundreds of students hoping to win a coveted spot at the exhibition and, in addition, participants are offered a supporting professional development workshop programme.

ARTS VARSITY

The Arts Varsity Games, held every year between UAL and Goldsmiths, is a competition where our sports teams battle to be crowned the Arts University Champions.

Featuring more than 10 sports, 300 competitors and 400 spectators, this is one of the most anticipated and exhilarating days for students, staff and the UAL community.

CLUBS AND SOCIETIES

UAL has over 1,500 current students who belong to sports clubs and/or societies. These extracurricular activities play an important role in their university experience, and we are proud to have our members represent UAL nationally through their participation in these clubs and societies.

Sponsoring a club or society is a brilliant way to engage and work directly with UAL students, investing in their passions and interests and, in return, creating loyal advocates for your business and significant brand awareness within the student community.

We offer three sponsorship packages supporting the following areas:
- Artist personal development programme
- Artist prizes
- The overall exhibition

Become a sponsor of this one-day sporting tournament and be part of a widespread marketing campaign, including branding on competitor t-shirts, at sporting venues, and across our digital channels reaching over 1,000 sports club members.