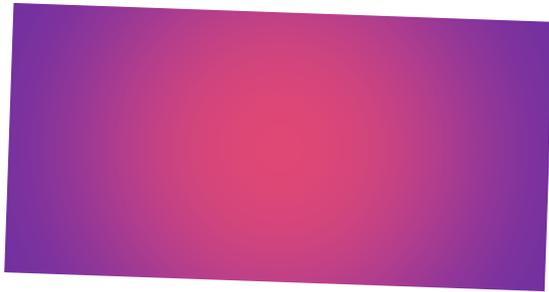


Arts Students' Union Freshers 2019/20 Media Pack



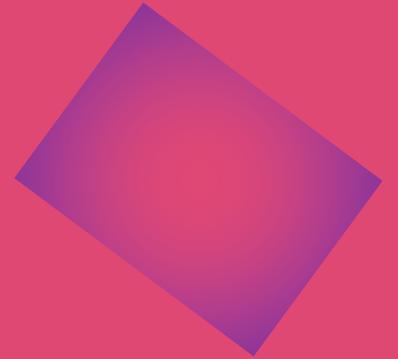
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We invite you to
reach over 19,000
UAL students

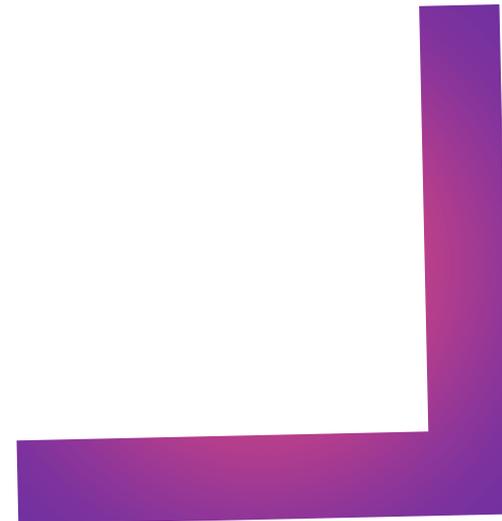


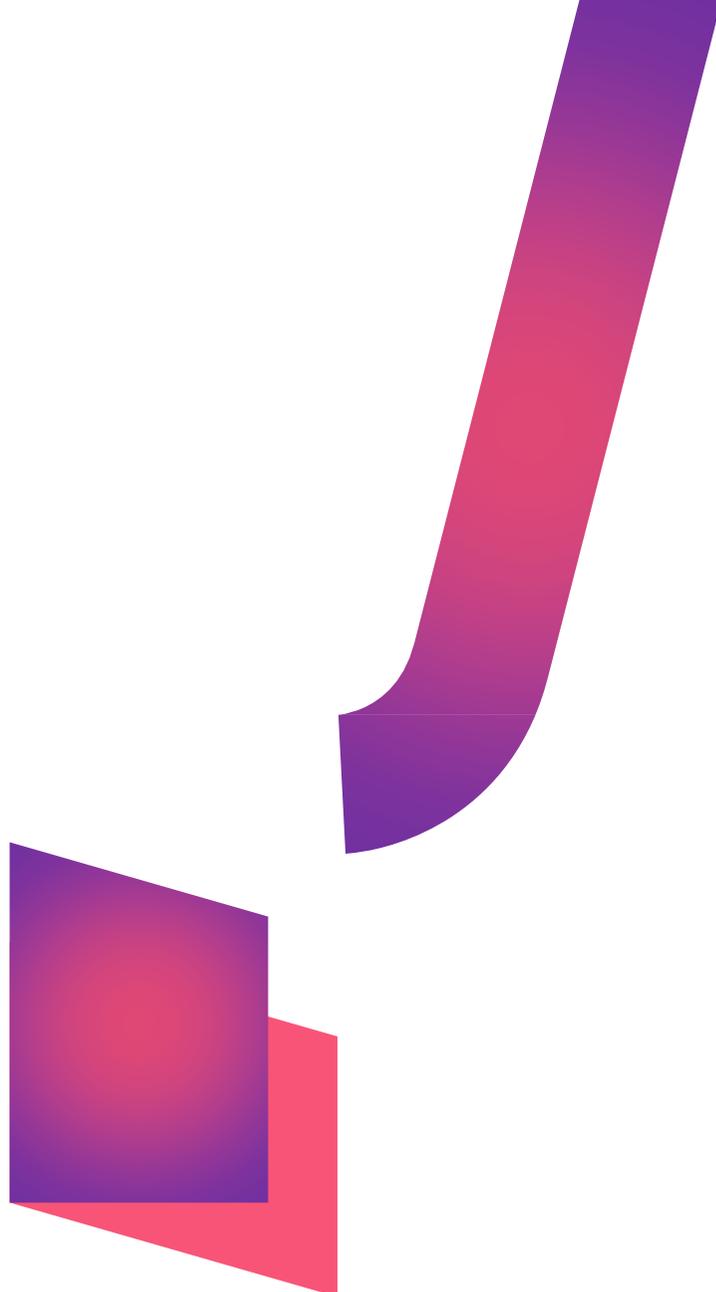
Hello, we're the University of the Arts London Students' Union (Arts SU)

We represent over 19,000 students undertaking a variety of courses across six top art colleges: Camberwell College of Art; Central Saint Martins; Chelsea College of Art; London College of Communication; London College of Fashion; and Wimbledon College of Art.

We offer the official gateway to engaging UAL students through advertising and sponsorship. This guide takes you through the media sales and sponsorship opportunities on offer to your brand or organisation during our most important student journey – Freshers.

Representing creative students on such a large scale requires creative thinking. We're open to innovative suggestions and look forward to building bespoke packages with you to suit your marketing needs and budget. Please get in touch with any questions.





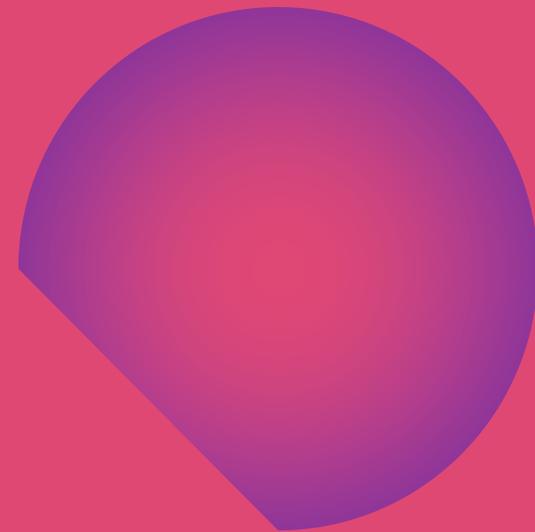
Why us?

UAL is home to over 19,000 students studying, living and working in London. Our students are constantly deciding which brands to buy, use and trust for the first time, in line with their ethics and identity. Choosing to market to our students is a great step towards establishing brand loyalty during and after their time at university.

Students, the most profitable group in the 18 to 24 age bracket, have a high disposable income and a nuanced ability to influence their peers. UK based students form a highly lucrative market, with a combined spending power of over £15 billion and over £6,500 individually per year.

UAL students are an integral part of the national and international student body in London, and are celebrated as style and culture influencers across the city and beyond. The Students' Union in turn hosts unique events and exhibitions to meet the needs of the creative student body, and we invite you to get involved with our community and enjoy the associated sponsorship benefits.

Physical Promotions



Stalls at Freshers' Fair

Our Freshers' Fair provides the perfect opportunity to interact and engage face-to-face with students when they first arrive at University.

Held on Wednesday 18th September and with an estimated footfall of 5,000 last year, it really is a perfect opportunity to make a lasting impression and develop long-term brand awareness.

Premium stall

From £1,250.00

1.8 x 1.8m Stall Area in a high footfall, location
1 x 1.8m Table, 2 Chairs
Accommodating space for 2 reps
Backboard and Wi-Fi included

Standard Stall

From £750.00

1.8 x 1.8m Stall Area,
1 x 1.8m Table, 2 Chairs
Accommodating space for 2 reps
Backboard and Wi-Fi included



Power on the day

£75.00

Allowing you to plug in your display or interactive boards on the day

Additional Rep

£100

Maximum of 4 reps per stall

Static Roller Banner / Flag

£200

Located near the entrance to promote brand presence at the fair

Guide and Giveaways

Welcome Guides:

Our Welcome Guides provide our students with the most important information to get them ready for their time at UAL, from the best places around campus, to the best opportunities for their development.

Full Page Ad

£800.00

4,000 guide print-run

1 full page ad, portrait colour print run.

Half Page Ad

£400.00

4,000 guide print-run

1 half page ad, portrait colour print run.

Giveaways:

From £300.00

Every year we design 4,000 Arts SU tote bags for students, packed with all the important information required for settling in and feeling welcome at UAL.

We give our partners the opportunity to promote their brand through tester products, branded giveaways or discount flyers.

Giveaways are to be produced and delivered by the brand.



Digital Offer



Website

arts-su.com is 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.

We're creating a bespoke mini site for our new students in 2019-20, which will be live early August. We're also dedicated a special partners and discount page for our students to get to know the most recommended brands and discounts available to them.

Large Rolling Banner:

£750.00 each

Rolling banner at the top of the discount/advert page

Dimensions: 1920x1080px

Total number of spaces: 3

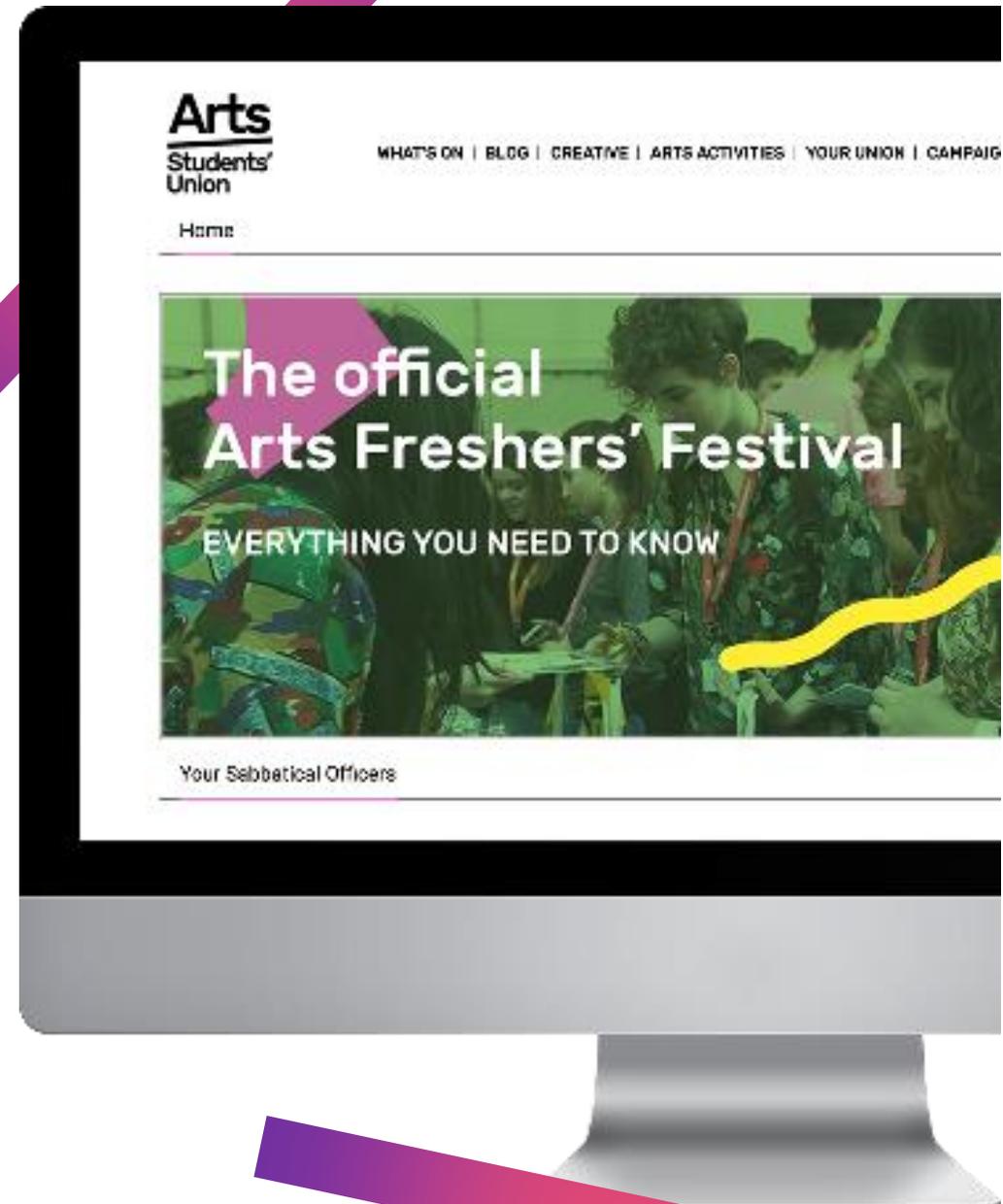
Square Banners:

£250.00 each

Square banners placed in rows of 4

Dimensions: 1000px square

Total number of spaces: 16



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.

Facebook / Twitter:

£150.00

1 post between August 15th and September 31st

Content will need to be agreed before approval

Instagram:

From £100.00

Please contact us for more information



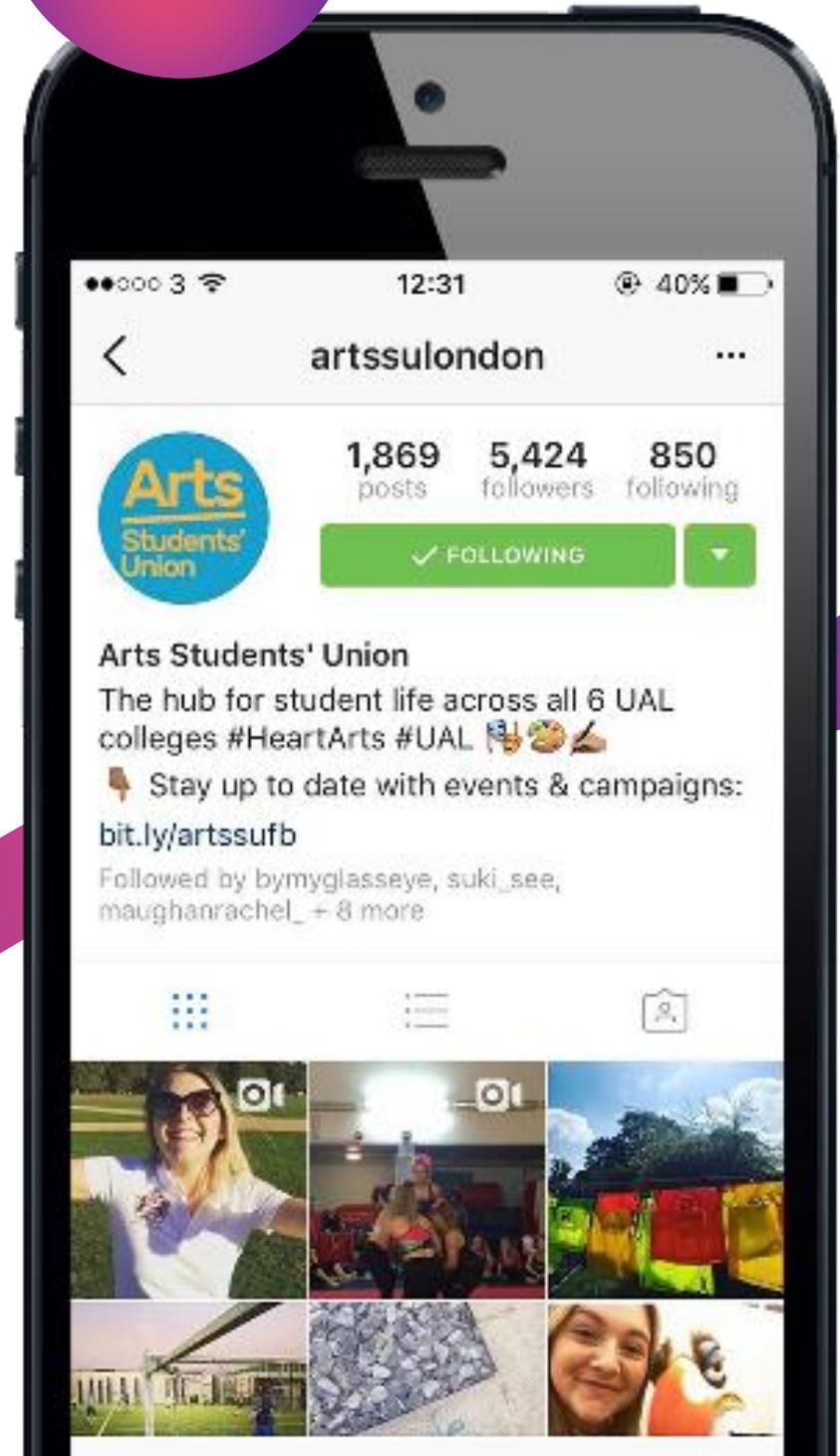
18,500+
followers



17,500+
followers



6,000+
followers



Thank you

arts-su.com

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 [artssulondon](https://www.instagram.com/artssulondon)

 arts-su.tumblr.com