



infinity media.

UNIVERSITY OF WESTMINSTER STUDENTS' UNION
MEDIA PACK 2020 – 21

WHO WE ARE

We represent over 20,000 students at the University of Westminster — from providing events and activities, democratic and academic interests, student jobs and volunteering opportunities, advice and support, we cater for the best student experience UoW has to offer.

With the current situation (COVID-19), we are implementing new and innovative ways to engage with our members and would like to offer you the opportunity to do the same. Our mission, for the next academic year, is to mainly focus on bringing together our community and support local businesses and companies to extend their brand and services to students.

Whether you're a startup or have been in business for years, we hope this media pack caters to your needs. If you'd like to discuss other advertising and marketing opportunities, please email su-marketing@westminster.ac.uk

UWSU

BRONZE PACKAGE

SEPTEMBER TO DECEMBER 2020

- Website ad banner with changeable graphics
- x1 Facebook & Twitter posts every month
- Newsletter article mention every month
- Marketing materials in SU spaces (flyers, business cards, etc.)
- Discounted Refreshers Fair stall (TBC)

£1800



SILVER PACKAGE

SEPTEMBER 2020 TO APRIL 2021

- Website ad banner with changeable graphics
- x1 Facebook & Twitter posts every month
- x1 Instagram post & story every month
- Monthly solus email
- Marketing materials in SU spaces (flyers, business cards, etc.)
- Discounted Refreshers Fair stall (TBC)

£2300



GOLD PACKAGE

FULL ACADEMIC YEAR

- Website ad banner with changeable graphics
- x2 Facebook & Twitter posts every month
- x2 Instagram posts & stories every month
- Plasma screen advert across campus
- Monthly solus email
- Event listing on UWSU website with a direct link to your ticketing page
- Roll up banners in SU spaces (January 2021 onwards)
- Marketing materials in SU spaces (flyers, business cards, etc.)
- Discounted Refreshers Fair stall (TBC)

£3500



DIGITAL ADVERTISING

Facebook	£100
Twitter	£150
Instagram Post & Story	£250
Combined Social Media	£430
Website Homepage Advert:	
1 month	£300
1 term	£750
Extras	£50
Event listing & promo (website)	£180
Solus email	£300
Newsletter article	£150

ON-SITE ACTIVATIONS

One-day stall	£350
Pull-up Banner:	
1 term	£350
Full year	£850

*On-site activations won't take place until January 2021

For more information, please email:
su-marketing@westminster.ac.uk