



LEICESTER
STUDENTS'
UNION

MEDIA GUIDE

leicesterunion.com/advertise | su-sales@leicester.ac.uk

 StudentsUnion |   LeicesterUnion



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Introduction



If you want to engage with the University of Leicester student market, you're in the right place!

With a student community of over 19,000, your business has no better pool of potential customers here at Leicester. We have a variety of marketing options available to suit a range of budgets and objectives, from digital opportunities to in-person events and pop-up stalls.

To discuss your marketing campaign with our Sales Team, email su-sales@leicester.ac.uk

The Stats



19,000+
Students



34%
Postgraduate



66%
Undergraduate



37,000+
Social Media
Following



250+
Student Groups
& Sports Clubs

There is no better way to connect your business with our student population than through the student union. With our highly engaged students on campus we can help your brand to connect through on campus promotional activity and through our media channels.

Infographic figures are correct at the time of publishing. For our latest student demographics, please visit leicesterunion.com/advertise

Digital Screens

We have seven landscape digital display screens around the Students' Union – Percy Gee building. The below rates include coverage on all screens;



Digital screen
7 Days

£250 + VAT

Digital screen
1 Month

£500 + VAT

Digital screen
1 Term

£1000 + VAT

Website

On average, our website (www.leicesterunion.com) logs over 15,000 unique visitors monthly and over 700,000 page views.

A banner advert it's the perfect way to build brand awareness and gain exposure to our engaged online audience. We can also add a link directly to your website, sign-up page or social media account!

Website Banner 7 Days	£250 + VAT
Website Banner 1 Month	£500 + VAT
Website Banner 1 Term	£1000 + VAT

Artwork size: 2000x675px



Email Advertising

Email advertising is one of our fastest-growing communication platforms. We send a fortnightly student newsletter to students.

E-newsletter
banner advert

£200 + VAT

Artwork size: 600x140px

New for this academic year!

We also have a growing mailing list who have opted in to receive messages from our commercial partners. We send bespoke fortnightly solus emails to students.

Commercial
solus email

£350 + VAT



Social Media Packages

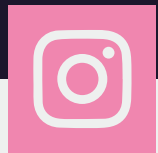
Our social media packages are super-fast and engaging way to communicate with our students. Raise awareness of your business, increase clicks and sales, or even conduct market research with our engaged online audience.



Feed Post
1x £75 + VAT
2x £120 + VAT



x2 post per platform
£160 + VAT
(save £50!)



Feed Post
1x £75 + VAT
2x £120 + VAT



Stories
1x £50 + VAT
3x £110 + VAT



Instagram Takeover
(up to 12 stories and a main feed post)
£500 + VAT



21,000
Followers



10,500
Followers



8,900
Followers

Promotional Stands



Bring your brand onto campus and hold an onsite activation. We can offer high footfall spaces ideal for distributing samples and increasing brand awareness. Our union building is a hub of activity with busy food courts and vibrant social spaces. This is the main social hub on campus, offering huge opportunities to engage with thousands of students.

Stall in the SU Square

£350 +VAT

Stall in Centenary square (outside)

£400 +VAT

Pop Up Sales and Shops

We can offer space for your pop up shop, event or larger activation and tailor space to your needs. Our student union building includes a multipurpose venue (O2 Academy) to allow you the space to really connect with students. Ideal for vintage or clothing sales and small fairs.

Pop-up shop
and fair

£550 +VAT
Per day

Larger bespoke space available on request –
get in touch to discuss your requirements



Bespoke/Year Round Packages

Maintain your brand presence and student connection with one of our bespoke packages at a competitive cost. We are happy to discuss tailored options to work for your brand and budget and make sure that you get the most out of advertising through the University of Leicester student union.

Example Year Round Package

- Onsite Activation in our SU square
- Webpage banner across all three terms
- Digital screen advertising across all three terms
- Multi channel social media posts
- Dedicated Solus emails for your brand
- Additional stall space at our Refresher Fair event

Contact us to discuss a bespoke package for your brand.

Get In Touch



Our vision is that together we can create a fun and memorable experience for our students through the medium of advertising.

We welcome innovative and forward-thinking ways of introducing your brand to our students. If you haven't found what you're looking for in this pack, just give us a call or send us an email to discuss our tailored packages.



Previous Clients



Superdrug

national
express

wagamama

SUBWAY

Sulets

ROCKSTAR
PROMOTIONS

las
IGUANAS



LLOYDS BANK



REVOLUTION



Graduate
Recruitment
Bureau