

University of Birmingham
guildofstudents

OCTOBER 2011 - JUNE 2012

Media Pack.



www.guildofstudents.com

Media Pack 2011/2012



Welcome

The University of Birmingham Guild of Students is the recognised students' union for over 28,000 students. The Guild is run by students, for students and represents and involves all students, under or postgraduate, home or international, on all campuses. The Guild brings students together on issues they care about to create positive change and achieve equality for and within its membership, through taking collective action.

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Introduction



If you would like to promote your business to students then look no further!

The University of Birmingham is one of the largest universities in the UK and boasts a student population in excess of 28,000; there are a number of ways we can help you directly target your market.

The most effective and only official way to advertise, promote and sell to students is via the Guild's Marketing & Communications Department. We are specialists in student marketing and offer a student-orientated perspective that is crucial in providing reliable and relevant information on the issues that impact student life. We always put the student first, and as a result students trust and value the work we do.

We have a wide range of advertising and promotional opportunities, across a variety of media, which are designed to take you and your message, directly to the heart of your target market.

This Media Pack will give you an insight into the media we have available to help you gain the advantage in the student market.



As one of the longest established and most respected student newspapers in the country, Redbrick is the source of news and information to our 28,000 students on a weekly basis.

Redbrick is a fantastic medium for accessing the student population of Birmingham; direct and informative, you can target the hub of student life.

Written by a talented team of student journalists, Redbrick is a hugely popular and highly acclaimed publication. Each week during term time, Redbrick is printed and distributed widely across our community; everywhere from academic schools and departments on campus, to university accommodation. Run on a non-profit basis, Redbrick has hosted some highly prestigious advertisers.

Advertisements

Full page (264 x 350mm)
Half page (172 x 264mm)
Quarter page (130 x 172mm)
Front page banner (40 x 264mm)
Back page banner (40 x 264mm)

Colour

£530
£330
£195
£350
£250

Mono

£330
£195
£130
N/A
N/A

Additional Information

Number of publications: 20*
Print run: 3,000
Readership: 9,000
Publication date: Friday

Inserts

Per '000
Full print-run

£150
£400

*for full list of dates please see the booking form

Online Media



Online media is one of the most popular ways of advertising to our student population. Every student at the University of Birmingham has access to the internet, be it from their accommodation or on campus.

The Guild of Students website offers a whole host of information on Guild services in addition to an online jobzone, essential news and a 'what's on' calendar. The website provides students with all the information they need about the Guild in one easily accessible place.

Main Banner (390 x 68 pixels)

Per Week	£175
Per Month	£500
Per Term	£1,400
Per Academic Year	£2,500

Guild Website and Social Media

News Item	Per Day £150
Event Listing	Per Day £50

Twitter- Tweet sent out on the day of your event (only applicable if activity is booked)	£40
Facebook- Facebook status updated on the day of your event (only applicable if activity is booked)	£40
Twitter and Facebook (only applicable if activity is booked)	£75
Bundle deal- Includes News Items, Event listings, Twitter and Facebook updates	£180

E-shots

You can also send a personalised email to our database of 13,000 students. If you would like to take advantage of this opportunity please contact us for more information.

Promotional Stalls & Activity



If you would you like the opportunity to talk to students directly in a safe and friendly environment then this might be the choice for you.

Many of our clients relish the chance to come on to campus and talk to the students face to face and add a touch of personality to their campaign. We offer a range of activity options, which include promotional stands, external stalls, vehicles, distribution, sampling, demonstrations and much more.



Prices vary according to the requirements of the client.

Stall inside Guild building (Sept - Oct)*	£450
Stall inside Guild building (Nov - June)*	£325
Electricity	£25
Wifi	£25

For vehicles, larger outside stalls and other types of activity please contact us directly for a quote.



*Maximum size is 6ft x 2ft, for larger spaces please contact us. All stall space comes with complimentary wifi, 1 table and 2 chairs.

Distribution



Visual advertising is still one of the most effective ways of making an impression on students. We offer all of our clients the opportunity to utilise this medium.

Our team of fully trained promotional staff can distribute promotional material on your behalf. We can target specific elements of the student demographic.

Flyers

You can supply us with your flyers, which our experienced promotional team will distribute on your behalf either door to door in student residences, or hand to hand on the University campus.

per 1,000 flyers **£200**

Posters

There are various options for displaying posters in the Guild...

A0 Premium poster*

One week	£100	One month	£300
One term	£800	One year	£1,900

A3 posters (10)

Per week	£75	Per month	£200
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*all posters are displayed in secure lockable notice boards, situated in prime high footfall locations, throughout the Guild of Students building

Welcome Screens



The Guild of Students have five LCD screens located in our newly developed membership area. If you want your messages to be shown in the main entrance to the Guild, where students meet then this is the opportunity for you. There is limited availability for the screens so book early to avoid disappointment.

One 10 second advert shown every 30 minutes

One day	£50 (+ VAT)
One week	£350 (+VAT)

Other Services



Sponsorship

The Guild has a range of sponsorship opportunities which are available throughout the academic year. These range from the sponsorship of events, such as the Graduation Ball, and sports ball to service, such as the Advice and Representation Centre. Sponsors we have worked with in the past include: Accenture, Deloitte, KPMG, and STA Travel.

Campaigns and Multi Media

If you have a campaign which you would like to run across a variety of media, please contact the Guild of Students Marketing & Communications department team who will be able to tailor a package to your specific needs and budget.

To discuss these, and any other opportunities, please contact the Media Sales & Marketing Coordinator. Email communications@guild.bham.ac.uk

Other Services

The Guild also has a range of rooms and conference facilities which are available for hire. Whether it is for a presentation, drop in session or a recruitment evening – we have a venue available to suit your every need. Our bars and larger venues are also available for bookings. Catering, technical and audio/visual services can also be provided. If you are interested in booking a room please contact:

Rachel Henn - R.henn@guild.ac.uk

Term Dates & Contact Details



Term Dates 2011 – 2012

Autumn Term

26th September 2011 - 9th December 2011

Spring Term

9th January 2012 - 23rd March 2012

Summer Term

23rd April 2012 - 15th June 2012

Contact

Media Sales & Marketing Coordinator

communications@guild.bham.ac.uk

Tel: 0121 251 2524

Fax: 0121 251 2526

How to Book



Please return the completed booking form which can be found over leaf to Media Sales & Marketing Coordinator either by email: communications@guild.bham.ac.uk or by fax: 0121 251 2526

Please post completed booking forms to:

Marketing & Communications Department
University of Birmingham Guild of Students
Edgbaston Park Road
Birmingham
B15 2TU

Company Details:
VAT No.: 111 4437 17
Company Registration No: 6638759
Charity Registration No: 1137548