

2021-22

ADVERTISE WITH US

Marketing Media Guide & Price Plans



- Over **130** clubs and societies
- Won The Guardian HE "Building that inspires" Award
- Top10 **Students' Union** in the country by the What Uni awards

15,000
Total Students

78%
Undergraduates

22%
Postgraduates

Why advertise with us ?

Aston Students' Union is located in the heart of Aston University campus in central Birmingham.

We are the go-to-place for all Aston students, offering huge opportunities to engage with thousands of them.



FRESHERS STATISTICS

FRESHERS' FAIR FOOTFALL:

7,000 students

SOCIAL MEDIA ENGAGEMENT RATE:

150% INCR.

AVERAGE PAGES:

5 per session

INSTAGRAM IMPRESSIONS (REACH):

100,000+ During the
WW we expect an increase

WEBSITE PAGE VIEWS:

260,000+
Page views in September
2020

AVERAGE TIME SPENT:

02:30 MINS
on the SU page

FRESHERS FAIR ONLY

With over 7,000 students expected to attend, our Freshers' Fair gives us an opportunity to reach all our new students. We have over 25 spaces available across campus for commercial stalls and you can book single or double for your campaign.



Great discounts, cheaper rides

Download the app now



THURSDAY
23RD SEPTEMBER

ON CAMPUS

Promotional stands

Hosted in our Sports Centre, promotional stands are a great way to meet our students face-to-face and put the personal touch into your campaign with over **5,000** new and returning students attending.

National

Double ~ £1,100*

Single ~ £800*

Local

Double ~ £850*

Single ~ £650*

Charities

Double ~ £500*

Single ~ £350*

Premium

Double stand

~High footfall location

Outside

~ Available upon request

Freshers bag gifts

Make students talk about you! Surprise them with a branded gift in our Freshers' bag.

We produce **1,000 bags** for students to receive. We are promoting **sustainability** - gifts are recyclable or green. For more information don't hesitate to contact us.

Price per 1,000 gifts ~ £250*

*Prices do not include VAT





Email

Become one of our great news stories!
For email newsletter content, we require around **100 words** of text, plus one image and any links you would like included.

Newsletter Content ~ £650 + VAT

**OVER 30%
OPENING RATE**



MERCHANDISE

Aunties T-Shirts

Aston Aunties are amazing volunteers that make the first week at Aston incredible.

They support our Aston students and are there from day one to make everyone feel a part of our Aston family. So put your brand on their T-shirts.

First come first serve - Logo will be positioned/allocated randomly on the T-shirt.

180 T-shirts ~ £500*

*Prices do not include VAT

Wallplanner

Include your brand on a small advertisement section on our termly wallplanners.

Price per 1,000 ~ £500 + VAT



PACKAGES

Digital

Get **MAXIMUM** exposure with our Digital Freshers' Package Deal!

You will get:

Digital screen (4 week)

1x Instagram story

1x Twitter Post

Web banner (1 week)

TOTAL COST

~ ~~£1300~~

25% OFF

DISCOUNTED PRICE

~ **£1000**





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