

2020-21

ADVERTISE WITH US

Marketing Media Guide & Price Plans



The Adnion
Cadbury Building

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.

16,000
students

81%
Undergraduates

19%
Postgraduates

- Over **130** clubs and societies
- £10 million invested in a **BRAND NEW BUILDING**
- Aston University is **34th** in 2020 League Table Ranking
- Finalist in the Guardian HE Buildings that Inspire Award
- Top 10 Students' Union in the country by the What Uni awards





ON CAMPUS

At the time of writing (June2020) we are not expecting to be able to offer any opportunities for face to face interactions with students in the SU building for the foreseeable future. If however you feel you can offer and provide a CV-19 compliant interactive customer experience we are happy to hear from you.

We will of course be reviewing this policy as government guidelines on social distancing change. If you wish to be updated please let us know

Promotional Stands

Our students LOVE their NEW SU Building.

Promotional stands are a great way to meet

our students face-to-face and help them

touch into your business

to undertake promotional displays

Flyer Distribution

CURRENTLY NOT AVAILABLE DUE TO COVID19
We look forward to bringing this service back soon.

Our students LOVE their NEW SU Building.

Promotional stands are a great way to meet

our students face-to-face and help them

touch into your business

Inside (New SU Building)

~ £280 *

Outside (The heart of campus)

~ £480 *

Self-Staffed (9am - 5pm)

~ £200 *

SU-Staffed (1000 flyers)

~ £300 *

**Prices do not include VAT*

**Prices do not include VAT*

DIGITAL MEDIA

Website

WEB BANNER

With over 100,000 page views monthly, can you really afford to ignore a medium that gives you so much exposure?

One Month

~ £400 *

EVENT PAGE

The event page is a great way to showcase your event to over 15,000 unique visitors we have every month.

One Event

~ £150 *

**Prices do not include VAT*

Digital Displays

If you really want to get noticed, digital displays are the perfect solution. Screens are placed in high-traffic areas where students will be while they relax, chat and party throughout the Union venue.

CURRENTLY NOT AVAILABLE DUE TO COVID19
We are planning on a limited offer from September - register your interest now.

One Week

~ £200 *

One Month

~ £400 *

**Prices do not include VAT*





E-MAIL

Target all 16,000 Aston students directly by sending them a solus email (dedicated solely to your advert) or by adding content to our weekly email newsletter. Both options provide cost-effective, personal communication with your target market.

Solus

Get creative! Design and layout your text and images just the way you want them. Artwork should be supplied in .html format.

Over 25% opening rate

One Solus Email

~ £600 *

**Limited monthly availability. Prices do not include VAT*

Newsletter Content

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

Over 28% opening rate

Email Newsletter Content

~ £400 *

**Prices do not include VAT*



SOCIAL MEDIA



Facebook

- Over 5,500 followers
- Growing every day
- 8-10% Average engagement

One Facebook Post ~ £250 *

**Prices do not include VAT*

Twitter

- Over 4,500 followers
- Reach Alumni of Aston University
- Quick and Direct

One Twitter Post ~ £100 *

**Prices do not include VAT*

Instagram Stories

- Over 2,800 followers and growing every day
- Each story reaches over 1,000 students every day
- Over 600 students never skip our Instagram Stories

One Instagram Story ~ £200 *

**Prices do not include VAT*

Our Aston students are very engaged with our various social media channels. Do you want students to talk about you? This is exactly what you are looking for!



**GET YOUR
MESSAGE OUT
TO OUR STUDENTS
TODAY!**

Contact Margarita Latoseva

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