

2020 - 21



ADVERTISE  
WITH US:

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Freshers Week

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# WHY ADVERTISE WITH US?

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

**16,000**  
students

**130+**  
clubs & Societies

**81%**  
Undergraduates

**19%**  
Postgraduates



- £10 million invested in a **BRAND NEW BUILDING**
- **Top 10** SUs in the UK
- Over **7,000 students** attending Welcome Fair in 2019-20
- **4.7 out of 5 stars** based on students' opinion and reviews



# FRESHERS STATISTICS

## FRESHERS' FAIR ATTENDEES:

**7,000+**  
students

## SOCIAL MEDIA ENGAGEMENT RATE:

**150% INCR.**

## INSTAGRAM IMPRESSIONS (REACH):

**100,000+**  
during the Freshers' Week

## WEBSITE PAGE VIEWS:

**200,000+**  
during the Freshers' Week

## AVERAGE PAGES:

**4**  
per session

## AVERAGE TIME SPENT:

**02:58 MINS**  
on the SU page



# DIGITAL FRESHERS FAIR

2 WEEKS COMMENCING  
WEDNESDAY 23RD SEPTEMBER

In September 2020, our Freshers Fair will be taking place in a new digital 3D, being a unique way of interacting with our students. Being spread over 2 weeks, our Freshers' Fair gives you the perfect opportunity to reach ALL our students. We have got space for 25 digital commercial stalls that you can book!

This is a  
pop up  
Information w  
here to inform  
user about the  
business,  
organisation or  
society. The box can  
link to an external  
website in a new tab.





## NON-CLICKABLE BANNERS

Do you want your brand to be recognised by our students? The sponsored non-clickable banners will appear over 10 times during the virtual Fair journey students will have.

~ £500 + VAT

## PROMOTIONAL STANDS

Hosted on our digital fair platform, the promotional stand is a great way to showcase your special student offer with it being accessible to all our 16,000 students. Your stall will include the artwork, the text message and the web link of your choice, diverting students to your preferred channels.

**Premium space** ~ £2,000\*

**Standard space** ~ £1,000\*

**Charities** ~ £500\*

\*Prices do not include VAT



# DIGITAL FRESHERS WEEK

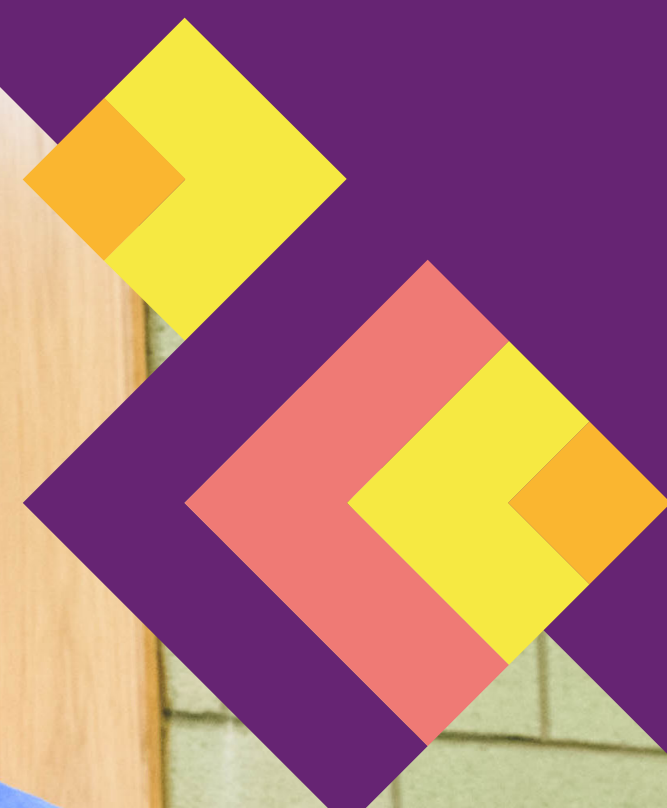


Aston Computer  
Science Society

/AstonCSS

@AstonCSS

astoncss.com





## EMAIL

Become one of our great news stories!

**Over 28% opening rate**

### Newsletter Content

We require around 100 words of text, plus one image and any links you would like included.

~ £650 + VAT

### Solus Email

This is an opportunity for an individual personalised email to be sent out to all our 16,000 students. We will require a 600px wide HTML. Only 1 space available.

~ £1,000 + VAT

## 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.

**Only 3 spaces available**

**Front** ~ £400\*

\*Prices do not include VAT

## CALENDAR

Include your brand on a small advertisement section on our monthly calendars. These will be accessible to students as a downloadable and printable pack on our website, with space for one advert per month. JPEG size A7 (paper size)

**Only 4 spaces available per time**

~ £100 + VAT







## SOCIAL MEDIA DEAL

Get MAXIMUM exposure with our Digital Freshers' offer!

### You will get:

1x FB post

1 x Twitter post

1x Instagram story

### TOTAL COST

~ £1,000 + VAT

## WEBSITE BANNER

Our website gets over 200,000 views during Welcome Week. With 15,000 visitors monthly, it is an amazing promotional opportunity for your brand! Website banner appears at the top of each page and can be in GIF or static artwork format.

~ £600 + VAT per month

## SCROLLER BANNER

Scroller Banner appears at the landing page of our website. It is hard to leave unnoticed!

~ £300 + VAT per month



## SPONSORED LIVE CHAT

Become an official sponsor for our big LIVE chat! Include your pop-up gif or static artwork.

### Pop-up GIF

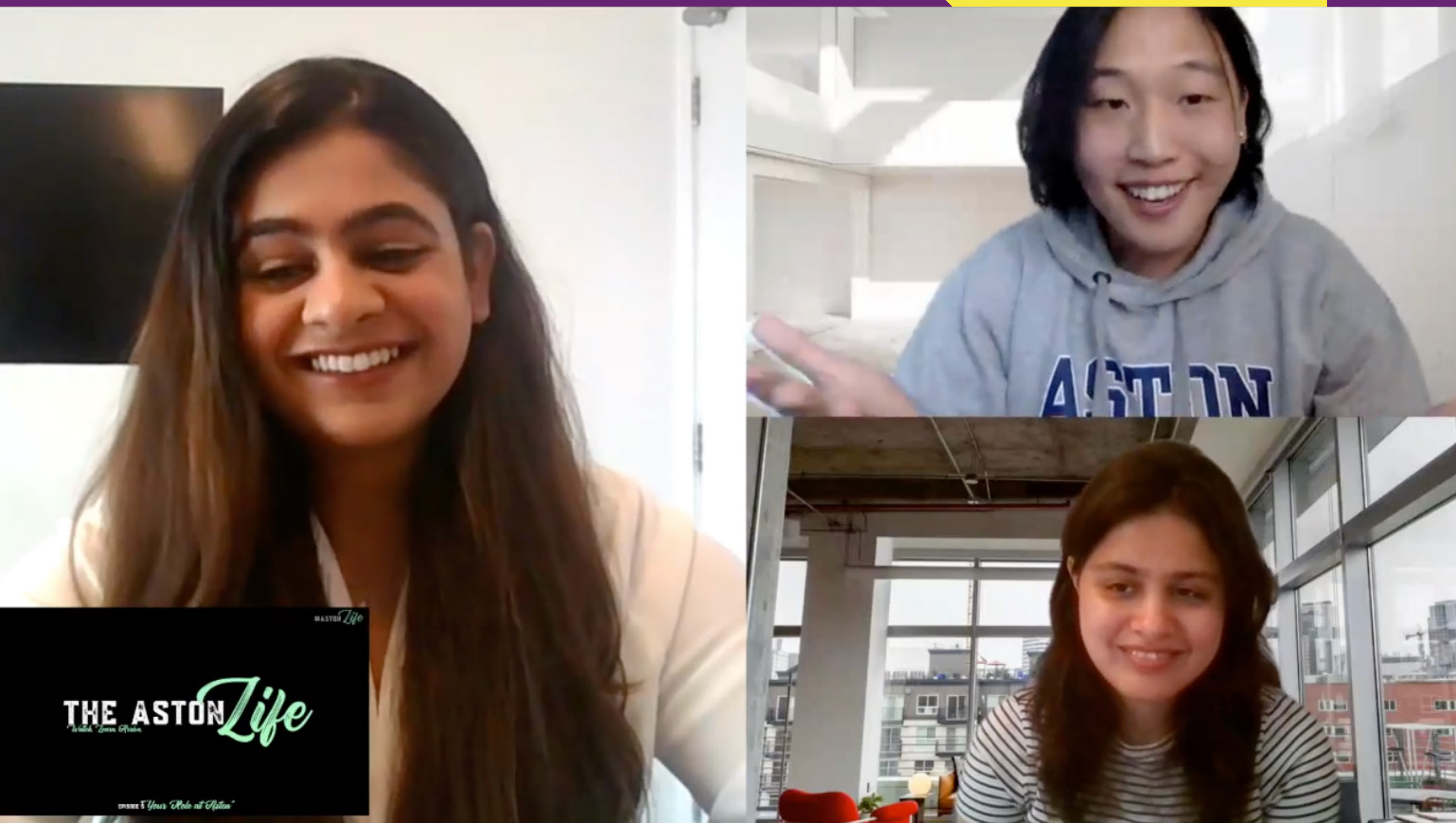
Appears every 15 minutes during our 1-hour long LIVE chat.

~ £200 + VAT

### Static Artwork

Add your customised "Sponsored by" note. Remains visible all the time.

~ £300 + VAT





While we will not have any events on campus due to Covid-19, our great Aston Students' Union building, located in the heart of Birmingham, will be open for all students to visit.

# ON-CAMPUS FRESHERS WEEK



## PROMOTIONAL STANDS

If you have a CV19 risk assessment and can follow the social distancing regulations, put a personal touch into your campaign and meet our students face-to-face!

**Standard Stall (outdoor options available)**

~ £350 + VAT

## DIGITAL SCREENS

We have several displays located all over the building.

~ £200 + VAT per 2 weeks

**DISCLAIMER: Due to Covid-19, we cannot guarantee standard footfall. All responsibility for effective interaction and engagement lies solely on your company.**



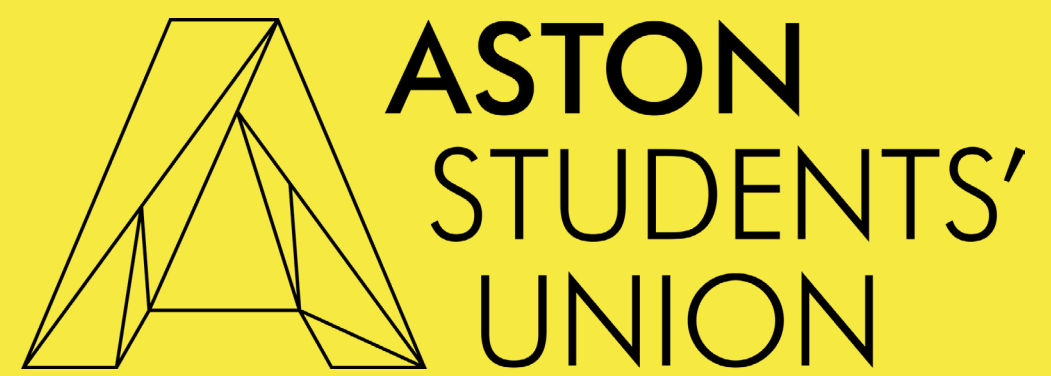
# JANUARY WELCOME WEEK IN THE WORKS!

Whilst we cannot provide our students with the full-on campus experience in September, we intend to do another Welcome Week in Term 2. In the meantime, as we iron out the details and make sure this is possible in a COVID secure environment, you can register your interest now and become the first to be considered for these potential future advertising opportunities.

**CLICK TO REGISTER YOUR INTEREST**

**BONUS: 5% discount will be provided to all companies participating in digital Welcome Week 2020 in September.**





**MARGARITA LATOSEVA**

Marketing & Communications  
Coordinator

[m.latoseva1@aston.ac.uk](mailto:m.latoseva1@aston.ac.uk)

[WWW.ASTONSU.COM](http://WWW.ASTONSU.COM)

Note: I am now working from home.  
Get in touch with me via email today!