

2019 - 20



**ADVERTISE  
WITH US:**

**Freshers Week**

# 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

**130+**  
clubs & Societies

**81%**  
Undergraduates

**19%**  
Postgraduates

- £10 million invested in a **BRAND NEW BUILDING**
- Aston University is 34th in 2020 League Table Ranking



# FRESHERS STATISTICS

## FRESHERS' FAIR FOOTFALL:

**5,000+**  
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

# FRESHERS FAIR ONLY

TUESDAY 17TH  
SEPTEMBER

With over 5,000 students expected to attend, our Freshers' Fair gives you the perfect opportunity to reach all our new students. We have got space for 25 commercial stalls and you can book a single or double stall for your campaign.





## 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.

### Price per 1,000 gifts

~ £250 + VAT

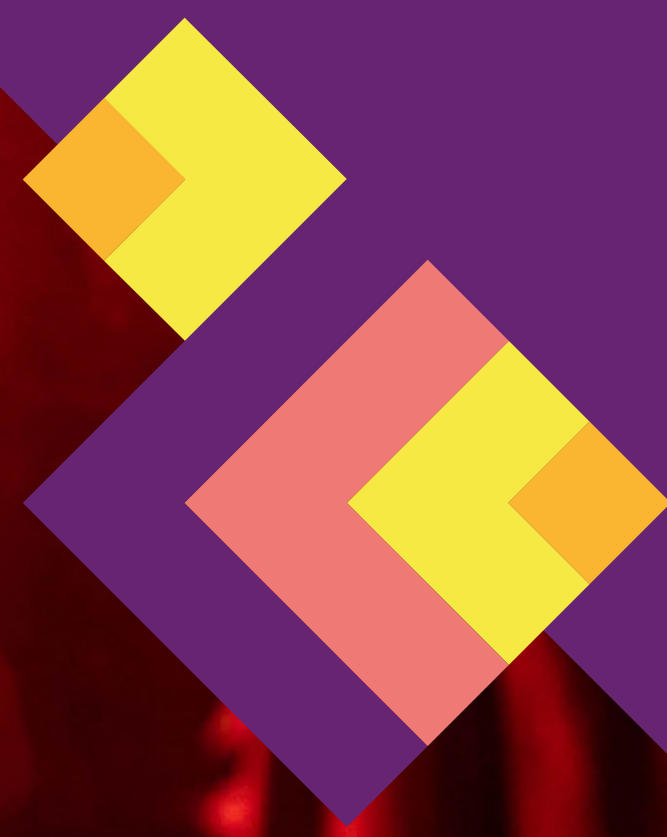
## PROMOTIONAL STANDS

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.

<b>National</b>	<b>Double</b>	~ £1,000*
	<b>Single</b>	~ £700*
<b>Local</b>	<b>Double</b>	~ £700*
	<b>Single</b>	~ £500*
<b>Charities</b>	<b>Double</b>	~ £500*
	<b>Single</b>	~ £350*
<b>Large Outside</b>		~ £1,000*

\*Prices do not include VAT

# FRESHERS WEEK



## BOOKLET

Get your promotional flyer inserted in the envelope with our Freshers' booklet, and sent to over 3,000 NEW students.

**1,000 inserts in envelope**

~ £600 + 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.

**Over 28% opening rate**

**Newsletter Content**

~ £650 + 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.

**180 T-shirts**

**Front** ~ £500\*

**Back** ~ £400\*

\*Prices do not include VAT

## WALLPLANNER

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

**Per term**

~ £500 + VAT





## PACKAGE DEALS

### DIGITAL

Get MAXIMUM exposure with our Digital Freshers' Package Deal!

#### You will get:

- 1x FB post
- 1 x Twitter Post
- 1x week Web Banner

#### TOTAL COST

~ £850 + VAT

### STANDARD

Our standard Freshers' Deal includes all the essential promotional opportunities to make our students talk about you.

#### You will get:

- Standard Stall ~ £500
- Flyers inserted into Freshers' Bags ~ £600
- Ad on our termly wall planner ~ £500

#### GET 10% DISCOUNT WITH THIS PACKAGE

~ £1400 + VAT





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