












YORK ST JOHN STUDENTS' UNION

Media Pack



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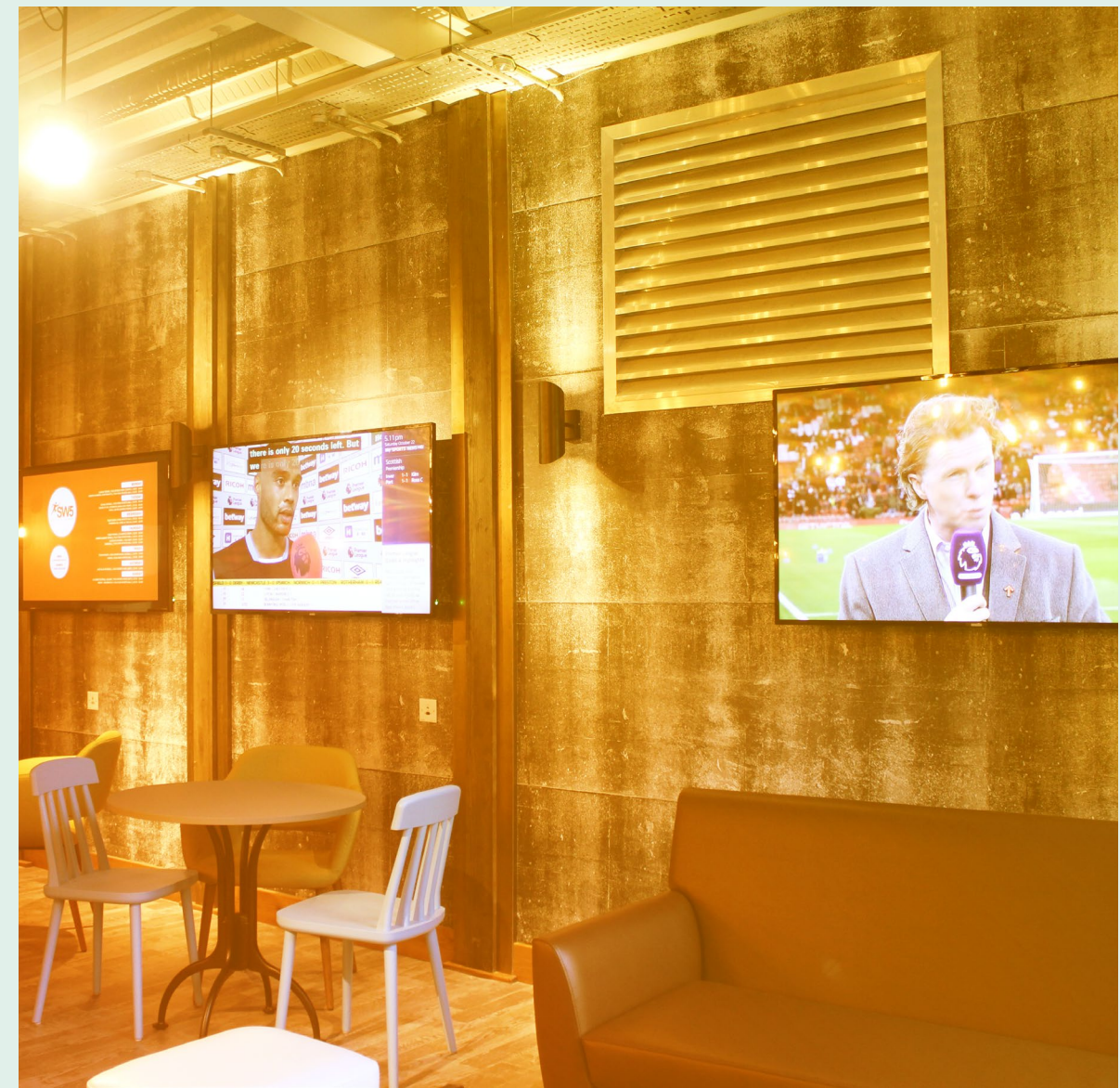


WHY ADVERTISE WITH US?

The Students' Union represents all students at York St John University and plays an integral part of student life on campus. With over 7000 students within our reach, we have a vast and captive audience ready to engage with your brand!

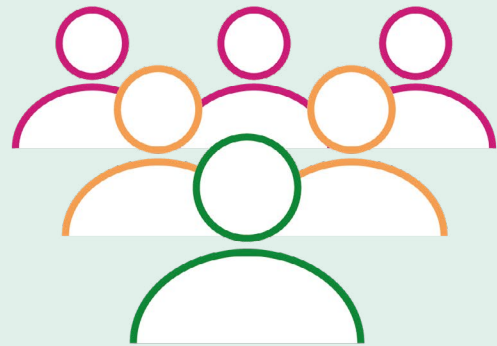
Our versatile packages include a range of platforms from which to promote your brand. From online and social media presence, to old school print and interactive face-to-face opportunities, we can help you communicate your brand to complement any business requirements.

Whatever your vision, we can help you bring it to life with our tailor made service to suit all of your objectives and market to audiences effectively.





OUR AUDIENCE



7000+ STUDENTS



36% MALE
64% FEMALE

22

AVERAGE AGE

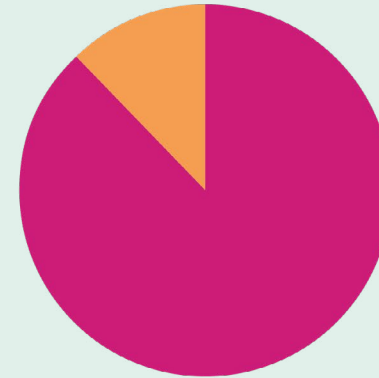
Data as of 2020

90%

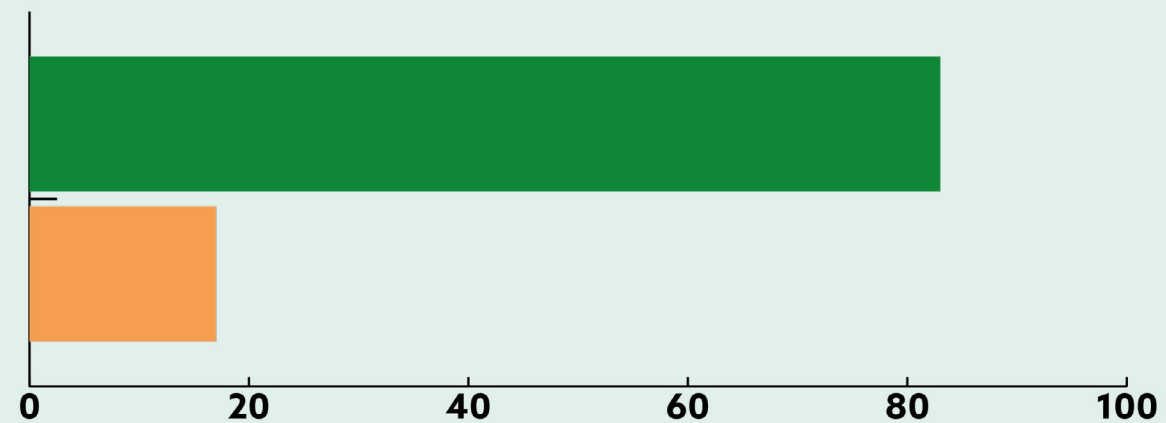
UK & EU

10%

INTERNATIONAL



83% UNDERGRADUATE
17% POSTGRADUATE



YSJSTUDENTSUNION
4300+ LIKES















YSJSU
2500+ FOLLOWS



YSJSU
7380+ FOLLOWS

THE PACKAGES

BASIC (saving you 15%)	DELUXE (saving you 15%)	BIG BRAND ON CAMPUS (saving you 20%)
<div> Social Media Promotion (2 posts per week)</div> <div> Plasma screen ads (6x55" TVs and 1x110" Screen)</div> <div><div>Two week package £216</div><div>One month package £355</div></div>	<div> Social Media Promotion (2 posts per week)</div> <div> Plasma screen ads (6x55" TVs and 1x110" Screen)</div> <div> A3 poster site (10 posters)</div> <div> Homepage Banner</div> <div><div>Two week package £280</div><div>One month package £525</div></div>	<div> Social Media Promotion (2 posts per week)</div> <div> Plasma screen ads (6x55" TVs and 1x110" Screen)</div> <div> A3 poster site (10 posters)</div> <div> Homepage Banner</div> <div> Target email blasts</div> <div> Promotional stall in SU building (6 hours)</div> <div><div>One month package £808</div></div>



FRESHERS' AND REFRESHERS'

Showcase your brand at the biggest and busiest time of year on campus.

Our Fresher's Fair is your exclusive opportunity to make a fantastic first impression to thousands of new customers. With an approximate footfall of 2500+ it offers invaluable face to face interaction with student's arriving into a new City.

It's the chance to showcase your brand using a range of promotional materials and engage with students on an interactive & experiential level. From t-shirts & welcome guides to posters & promo stalls, we have a variety of packages on offer to enable your brand to connect with thousands of students. It's the perfect opportunity to generate new business within the student market!



STALLS

We have a range of inclusive packages and stalls available to hire at our Fresher's and Refresher's Fairs. It's the prime opportunity to make a fantastic first impression or to re-engage and gain new customers. Booking a stall will ensure your brand receives maximum visibility and exposure throughout the day.

PREMIUM PACKAGE



Fresher's: Deluxe stall £930 |
Regular stall £660



Refresher's: Deluxe stall
£560 | Regular stall £440



Includes:
Homepage banner (1 month)
Email blast (pre or post event)
Social media promotion (2 weeks)
Plasma screen ad (1 month)

GOLD PACKAGE



Fresher's: Deluxe stall £870 |
Regular stall £600



Refresher's: Deluxe stall £525
| Regular stall £400



Includes:
Homepage banner (1 month)
Social media promotion (2 weeks)
Plasma screen ad (1 month)

SILVER PACKAGE



Fresher's: Deluxe stall £810 |
Regular stall £540



Refresher's: Deluxe stall:
£440 | Regular stall: £320



Includes:
Homepage banner (1 month)
Social media promotion (2 weeks)

BRONZE PACKAGE

Fresher's: Deluxe stall £750 | Regular stall £480

Refresher's: Deluxe stall: £400 | £275

Includes:
Social media promotion (2 weeks)

STALL ONLY

Fresher's: Deluxe stall £720 | Regular stall £450 | Charity £120

Refresher's: Deluxe stall: £330 | Regular stall £210 | Charity £100



 **ONLINE ADVERTS**



HOMEPAGE ADVERT

Create impact with a scrolling banner on the homepage of our official website, and feature your image with a link to our website.

1200px x 800px

Two weeks: £60
One month: £105
Three months: £295

EMAIL NEWSLETTER

Take advantage of our regular communication with our students and promote your brand in our monthly E-Newsletter updates.

600px x 250px | Image and 150 words | JPG, PNG & text file

1 month: £75
2 months: £125
3 months: £385

EMAIL BLASTS

Send a personalised email directly to students to get the word out about your brand! We boast an average open rate of 33% throughout the year, even higher during the Fresher's period so don't miss out!

600px x 250px

Single email: £140





SOCIAL MEDIA

Need a boost? promote your brand through our social media platforms to engage with thousands of potential new likes and followers to your own channels.

One post per week on Facebook, Twitter, & Instagram Story.

1200px x 630px (FB) | 880px x 440px (TW) | 1080px x 1350px (IG Story) + Wording | JPG or PNG & text file.

2 weeks: £80
1 month: £135
1 semester: £405



BLOG POST

Our website is the hub for student communications and updates. Have a personalised blog post on our website that we'll share on our Facebook and Twitter feeds.

Thumbnail 560px x 260px | Banner 1920px x 700px & Wording | JPG or PNG & text file

One blog post: £95





SOCIAL MEDIA EVENT PAGE PROMO

Get your event posted and promoted on our social media with a personalised event page to invite the audience who are ready and waiting just a click away!

1920px x 1080px image & wording | JPG or PNG & text file

Price per event: £80



JOBS & OPPORTUNITIES

Want to add to your team? Feature your vacancies on our Jobs and Opportunities page to find your next newest team member.

Text file only

2 weeks: £75
1 month: £125
1 semester: £395



 **ON CAMPUS**





PLASMA SCREEN ADVERTISING

Have a strong visual presence throughout our venue with an advert on the scrolling screens to catch the eyes of the audience who visit us every day of the week. We have 6 x 55" TVs and 1 x 110" screen.

1500px x 1200px | JPG

One week: £90
Two weeks: £175
One month: £350

POSTER CAMPAIGNS

A traditional, yet effective marketing tool to show off your brand in our high footfall areas.

4 x A4: £15
4 x A3: £19
5 x A4 + 5 x A3: £30





CAMPUS FLYERS

Get your brand in the hands of every student around campus – perfect in conjunction with an event promotion or to keep in touch after a Fresher's Fair appearance.

Per Day: £180

HALLS FLYERS

Reinforce your brand message and distribute 1200 A5 (or smaller) flyers across our student halls.

1200 x A5: £360





PROMO STALLS

Bring you and your team into our building for the day to meet students and raise awareness of your brand face to face! We'll provide a space in a high footfall area to maximise engagement.

National organisation: £250
Local organisation: £180
Charity: £65

TABLE VINYL

Take over our bar tables and get eyes on your brand whilst students eat, drink & relax in our bar and coffee lounge. Available in blocks of 10- 79cm diameter with bleed.

Vinyl must be supplied

One month: £250
Two months 10:£470
Three months: £690

BANNER STANDS

Get your brand noticed at the heart of campus and send us a banner to display inside or outside the building.

One week: £100
Two weeks: £160





EVENT SPONSORSHIP





STUDENTS' UNION AWARDS

A major, sell-out event at the end of the year to celebrate all the hard work of our Sports and Societies. Celebrate with us by sponsoring the awards dinners, to drive brand exposure and really engage personally with your audience.



VARSITY

Sponsor our annual varsity competition to engage with not only our students, but a whole new audience in our visiting teams!



SPORT & SOCIETY CONFERENCE

Get the word out about your brand before the year even begins with some of the most influential audience members: the leaders of our Sports and Societies!



ELECTION WEEK

Sponsor our election week to connect with the candidates who could be the next Presidents of YJSU, and the thousands of students who will be voting for them.



VENUE HIRE

In October 2016 we opened the doors to a brand new, purpose-built, state-of-the-art venue right in the heart of the University Campus. Our spaces cover all occasions with a wide range of amenities, including 55" TVs and a bar on each floor.

With high availability in the summer months, we can offer full exclusivity of the venue. We provide a range of services and have the flexibility to create the perfect event with a dedicated team on hand!





THE COFFEE LOUNGE

Boasting natural daylight and plenty of comfy furniture, our Coffee Lounge features a stage, bar and large amount of floor space making it the perfect place for team-building days, meetings and performances.

Free WIFI, Flipchart, PA system, TV/DVD, air con, disabled access

Half day: £150
Full Day: £225



THE MAIN BAR

Located on the ground floor of the Students' Union, our new bar features the finest of beverages as well as six 55" screens to be used as you like! It offers a relaxed, informal setting for meetings and events.

Free WIFI, Flipchart, PA system, TV/DVD, air con, disabled access

Half day: £175
Full day: £250





EXCLUSIVE USE (BOTH FLOORS)

Got a big event coming up? We've got you covered!
We also offer exclusive use of our venue covering both floors. Make the spaces your own and we'll help you create the perfect event.

Half day: £400

Full day: £750

Half day use: 08:45-12:30 / 13:00-17:30

Please note an additional charge of £50 will apply for dates outside of term time.





GET IN TOUCH!

If you're interested in any of our advertisement packages or would like further information on our media pack, don't hesitate to get in touch!

LILY CORDUKES

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OUR OFFICE

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(15 minute walk from York train station)

FIND US ONLINE

WWW.YSJSU.COM

Facebook: /YSJSTUDENTSUNION

Instagram: @YSJSU

Twitter: @YSJSU