MEDIA PACK
2019/20
WHO WE ARE

We represent the 41,300 students of the University of Edinburgh. Our services range from bustling cafés, retail outlets and premier club nights, to representation of student interest and societies.

WHAT WE CAN DO FOR YOU

We work closely with clients to offer a host of effective communication channels including; advert placement in direct e-newsletters or digital screens, sponsorship and partnership schemes, and tailored events.

Our experienced team will help you maximise the efficiency of your campaign, specifically targeting it to the student market.

The student market is a highly lucrative one. In fact, the average individual student spent just over £13,000 for the academic year 2015/16, with an estimated combined annual UK student spend of over £30 billion*. Our advertising packages offer the ideal opportunity to reach this demographic.

Over 41,300 students
Local business, charity and healthcare providers discount
Tailored advertising packages to suit your needs

advertising@eusa.ed.ac.uk | 0131 650 2656

Potterrow is located just off Bristo Square in the centre of Edinburgh and is at the heart of the University’s busiest campus. It houses catering and retail facilities as well as a 1,200 capacity venue, which is the home of one of Edinburgh’s biggest club nights ‘Big Cheese’, which is held every Saturday during term time. The historic Teviot Row House neighbours Potterrow on Bristo Square and is one of the most picturesque buildings in Edinburgh, as well as one of the world’s oldest purpose built student unions. It is the focal point of much of the activity on the University campus, housing six bars, each with its own unique character, and offers a range of food from the café style New Amphion, to the varied menu of the iconic and charming Library Bar.

Located a short ten minute walk from the main campus, The Pleasance houses the Pleasance Theatre, Pleasance Café & Bar, and a range of multipurpose spaces. It is the home of the Students’ Association’s 300 Activities groups, who use it for meetings and rehearsal spaces and is located next to the hugely popular University of Edinburgh Sports & Exercise facility.

Located just south of the city, the King’s Buildings campus is home to around 10,000 science and engineering students. King’s Buildings House is home to a number of catering outlets, retail units, a bar, as well as a gym with squash and badminton courts.

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FRESHERS’ FAIR

Our Freshers Expo Fair is the biggest event of the year in terms of connecting with students. With an approximate footfall of 9,000 across two days, the Expo Fair offers invaluable face-to-face contact with students who have just arrived at University. This is the perfect chance to showcase your brand and generate new business with the student market.

The Expo will be on Monday 9 & Tuesday 10 September 2019 (11am - 4pm). Early booking is advised due to high demand for this event!

Prices start from:

1 day – £600*
2 day – £1000*

*All prices are exclusive of VAT

FRESHERS ONLINE

Freshers’ Week isn’t just an opportunity to be on campus, but also a chance to have a strong online presence. Our website eusa.ed.ac.uk receives over 450,000 page views in the Freshers’ Week period alone. We offer two main advertising avenues for you to take advantage of, which are:

FRESHERS WEB BANNER

Be the first to capitalise on the peak website traffic experienced during Freshers’ Week with a web banner advert space. These banners sit on both header and footer locations on our web page to frame content on our busiest pages.

940px (w) x 150 (h) 72dpi full colour jpeg or gif.

£500 for 4 weeks (including Freshers’ Week)*

WELCOME EMAIL

Be featured as part of the ‘Welcome email’ sent directly to 14,000 students in Freshers’ Week. Featuring click through capability to your company website.

600px (w) x 150px (h) 72dpi full colour jpeg.

Welcome Week Email - £1000*

*All prices are exclusive of VAT
Edinburgh University Students’ Association organizes various events throughout the year including club nights, live music, food and drink festivals and much more. However, we have three large scale events that can offer a perfect platform with us for your marketing campaign. We can build sponsorship packages to meet your needs.
The Teaching Awards are an extremely prestigious event with over 200 people attending celebrating the contribution of academic and support staff to the student experience. Sponsorship of these awards give you access to the academic community as well as an on campus marketing presence from October-Spring. Your branding can feature in promotional materials, e-communications and on all marketing materials for and at the event. Price on enquiry.

TEACHING AWARDS

There are over 28,000 students involved in activities at the Association from student reps to societies all making a valuable impact on the student experience. The formal student awards honour individual and group achievements throughout the year. These highly popular awards have 650 attendees and showcase the contributions and impact our student groups make. A perfect opportunity to build brand awareness and loyalty for your business with key volunteers, societies and staff. The marketing campaign runs from October - April and we can tailor promotional opportunities to meet your needs. Price on enquiry.

STUDENT AWARDS

Our farewell celebration for our departing graduates. With an attendance of 1,200, this event takes place in Potterrow. It provides a five month-long marketing campaign and the ideal opportunity to launch a product or service at the event itself. Price on enquiry.

GRADUATION BALL

advertising@eusa.ed.ac.uk | 0131 650 2656
There are two main advertising avenues available via our busy website (eusa.ed.ac.uk) that we can offer throughout the term.

WEB BANNER
With over 650,000 visits over the academic year, our advertising banners are located in prime positions on our website in order to maximise exposure. Your advert will be visible on high traffic pages such as Societies, What’s On event listings and Representation pages.

Prices start from £500 for 4 weeks*
940px (w) x 150 (h) 72dpi full colour jpeg or gif

E-NEWSLETTER
We send a weekly eNewsletter to our database of over 41,000 Edinburgh students. We can offer a click through banner advert on the footer space of this email. Students use this e-newsletter as a vital source of information, which has led to us having a high open rate. This means it’s the ideal opportunity for your campaign.

1 email - £600*
2 emails - £1,000*
*All prices are exclusive of VAT

TILL SCREENS
These are customer facing A4 screens in all of our busy cafes & bars. The high footfall in these outlets and the ideal positioning of the screens makes them unmissable to a large audience. Capable of running Jpeg or MP4, they allow you to be creative in delivering your message to our student body.

1 week £175*
2 weeks £300*
4 weeks £500*
Full semester £1,500*
600px wide by 694px high RGB JPEG 72dpi.

PLASMA SCREENS
Our Plasma Screens are situated in high footfall locations throughout our four buildings. These include study spaces, bars and receptions.

1 week £175*
2 weeks £300*
4 weeks £500*
Full semester £1,500*
1,360px (w) x 768px (h), 72dpi jpeg or mp4 file supplied in full colour with 5mm safe area on all edges.
*All prices are exclusive of VAT

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### STALLS AND FAIRS

**STALLS**

An opportunity to have a stall in one of our busy buildings. We can help direct you to the most suitable space or even provide you an outdoor space on central campus. We are in a position to be flexible and help provide the space that works best for you. Costs are as follows.

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potterrow Dome</td>
<td>£600*</td>
</tr>
<tr>
<td>Potterrow walkaway</td>
<td>£1,000*</td>
</tr>
<tr>
<td>Teviot Row House</td>
<td>£500*</td>
</tr>
<tr>
<td>Teviot Row Garden</td>
<td>£1,000*</td>
</tr>
<tr>
<td>King's Buildings House</td>
<td>£400*</td>
</tr>
<tr>
<td>Potterrow walkaway</td>
<td>£1,000*</td>
</tr>
</tbody>
</table>

Electrical supply, wi-fi, and a table are available.

*All prices are exclusive of VAT

**FAIRS**

We host three student fairs each year; Freshers’ Expo, Housing Fair and January Expo.

The Freshers Expo is the highest footfall Fair, as detailed on page 6, in addition we have two amazing opportunities for you to market your business on campus with direct access to a high number of students.

Our January Expo is a welcome event for new international students (c.1,000) and our returning students after the winter break. An ideal time to reinforce your campaign between semesters.

Moreover, our Housing Fair in February provides an opportunity for accommodation firms, insurance companies, utilities providers and more to reach our students. Both these events are held in our high footfall Potterrow Dome building.

**To get the best out of your investment we recommend booking your campaigns with us for a full semester or term. We reward this loyalty with a 10% discount on any advertising avenue you choose.**

Contact advertising@eusa.ed.ac.uk to help build the package that suits your campaign.

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# 2019/20 Rate Card*

*All prices are exclusive of VAT

<table>
<thead>
<tr>
<th>Service</th>
<th>1 week</th>
<th>4 weeks</th>
<th>Full Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Banner</td>
<td>£175</td>
<td>£500</td>
<td>£1,000</td>
</tr>
<tr>
<td>Welcome Week (Freshers’) Web Banner</td>
<td>n/a</td>
<td>£500</td>
<td>n/a</td>
</tr>
<tr>
<td>Till Screens</td>
<td>£175</td>
<td>£500</td>
<td>£1,000</td>
</tr>
<tr>
<td>Plasma Screens</td>
<td>£175</td>
<td>£450</td>
<td>£1,000</td>
</tr>
<tr>
<td>e-Newsletter</td>
<td>£600</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Welcome Week (Freshers’) e-newsletter</td>
<td>£1,000</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stalls</th>
<th>Per day</th>
<th>2 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshers’ Expo / Fair</td>
<td>£600</td>
<td>£1000</td>
</tr>
<tr>
<td>Potterrow Dome</td>
<td>£600</td>
<td>£1000</td>
</tr>
<tr>
<td>Teviot Row House</td>
<td>£500</td>
<td>£800</td>
</tr>
<tr>
<td>King’s Buildings House</td>
<td>£400</td>
<td>£600</td>
</tr>
<tr>
<td>Teviot Garden/Potterrow Walkway</td>
<td>£1,000</td>
<td>£1,700</td>
</tr>
</tbody>
</table>