Over 43,000 Students

STUDENT BODY

62% Undergraduate
38% Postgraduate

17 or under
18 – 20

5% 46%
21 – 24
25 or over

23% 26%

320+ Societies
UK TOP 10 University

KEY DATES

Welcome Week
(12 – 18th September)

Revision Week
(5 – 9th December)

Exams
(10 – 21st December)

Winter Holiday
(21st Dec – 11th January)

Refreshers’ Week
(11th – 15th January)

Refreshers’ Fair
(12th January)

Reading Week
(15 – 21st February)

Spring Holiday
(5 – 18th April)

Revision
(19 – 25th April)

Exams
(26th April – 23rd May)

Fringe Festival
(August)
Welcome Week

**Freebies Fair**

Monday 14th and Tuesday 15th September
An opportunity to showcase your brand and generate new business within the lucrative student market.
9,000 attendees over 2 days

<table>
<thead>
<tr>
<th>STALL</th>
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</thead>
<tbody>
<tr>
<td>1 Day</td>
<td>£800</td>
</tr>
<tr>
<td>2 Day</td>
<td>£1,200</td>
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</tbody>
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**Web Banner**

24th August – 18th September
Maximise on our peak web traffic period, with a click through web banner on all web pages.
680,000 views over 4 weeks

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<tr>
<td>£650</td>
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**Newsletter**

Three digital newsletters are sent to all new students before they join the university in September.
75% open rate

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<table>
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<tbody>
<tr>
<td>£600 EACH</td>
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**Bags**

3000 bags distributed throughout the week. These are carried across campus for the rest of the year.

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<tbody>
<tr>
<td>Full-side logo</td>
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<tr>
<td>Half-side logo</td>
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<tr>
<td>Insert in bag</td>
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12th-18th SEP
14,000 new students
600,000 unique website page views in August and September
400+ events run through the week

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All prices are exclusive of VAT
On-Site Activations

On-site activations are your opportunity to interface with students during term-time.
An excellent option for sampling campaigns, as well as increasing general brand awareness.

Multiple location booking discounts available.
Standard power is available in all spaces, special requests must be submitted in advance.

Teviot Garden
Located next to the historic Teviot Row House, this is a prime spot to maximise on student footfall and accommodates larger, outdoor activations.
FROM £1,000 PER DAY

Teviot Row House Reception
One of the world’s oldest purpose-built student unions, housing six bars this space is ideal for smaller, indoor activations.

King’s Buildings House
The King’s Buildings campus is home to around 10,000 science and engineering students. The foyer of our commercial outlets offers space for smaller, indoor activations.
£300 PER DAY

Potterrow Dome
Located on Bristo Square, this is at the heart of the University’s busiest campus. As a flexible space, this can accommodate larger, indoor activations.
£600 PER DAY

All prices are exclusive of VAT.
**Digital Campaigns**

<table>
<thead>
<tr>
<th>Plasma Screens</th>
<th>Till Screens</th>
<th>Web Banner</th>
<th>Newsletter</th>
<th>Local Business Directory</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have 23 screens in high footfall locations across all sites.</td>
<td>28 customer facing screens in bars, cafes and shops across all sites. Up to 155,000 transactions carried out per month.</td>
<td>With over 3 million visits a year, our advertising banners are located in prime positions on our website.</td>
<td>Our digital newsletter is sent weekly to our database of over 40,000 Edinburgh students, with the opportunity to place a click through banner advert on the footer space of this email.</td>
<td>An opportunity for local businesses in Edinburgh to advertise their student discounts and student offerings on a longer-term basis.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Screens</th>
<th>Screens</th>
<th>Banners</th>
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<tbody>
<tr>
<td>1 Week</td>
<td>1 Week</td>
<td>1 Week</td>
<td>£200</td>
<td>£600</td>
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<tr>
<td>4 Weeks</td>
<td>4 Weeks</td>
<td>4 Weeks</td>
<td>£600</td>
<td>£1,800</td>
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<tr>
<td>1 Semester</td>
<td>1 Semester</td>
<td>1 Semester</td>
<td>£1,800</td>
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<tr>
<td>JPEG or MP4 (max 10 seconds)</td>
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<tr>
<td>Width 1,360px Height 768px</td>
<td>Width 600px Height 694px</td>
<td>Width 1,200px Height 620px</td>
<td>Width 648px Height 97px</td>
<td>Width 250px Height 200px</td>
</tr>
</tbody>
</table>

All prices are exclusive of VAT
Testimonials

Rhys Bethell
Collegiate AC Group

“Working with Edinburgh University Students’ Association is always a pleasure, every campaign we book is executed and organised to the highest standard.”

Jennifer Keenan
On Campus Promotions

“Making a booking with the Students’ Association couldn’t have been easier! They let me know date availability quickly and recommended the best place on campus to have the highest number of student footfall and engagement location.”

BAM Agency

“At BAM our mission is to find the best route to market for our clients, that will deliver the best results. With over 41,000 students Edinburgh University Students’ Association is a fantastic platform to access students on mass through a variety of media channels.”

Tommy Wilson
Flexistore

“We have been working with the Students’ Association for several years now and have found them invaluable in increasing our brand awareness and raising turnover. The events are always meticulously planned out and very well attended. They look after our account and always come up with new ideas and ways to get maximum impact for our budget. Nothing is too much trouble. Looking forward to another great campaign.”

Rachel Adair
Seed Marketing Agency

“Seed have worked with Edinburgh University Students’ Association on numerous campaigns over the years and they have always provided a great service every time. Ahead of the 2019 freshers’ fair, they went above and beyond in every aspect, from site booking, additional marketing promotion and also helping out on the day of the live activity. I could not recommend them more in terms of quality of service and professionalism.”
Event sponsorship and year-long packages are available upon request. Please contact our Advertising and Sponsorship Sales Executive at advertising@eusa.ed.ac.uk for further information.