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)
## 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.

<table>
<thead>
<tr>
<th>Location</th>
<th>Price PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potterrow Dome</td>
<td>£600</td>
</tr>
<tr>
<td>Teviot Garden</td>
<td>£1,000</td>
</tr>
<tr>
<td>Teviot Row House Reception</td>
<td>£500</td>
</tr>
<tr>
<td>King’s Buildings House</td>
<td>£300</td>
</tr>
<tr>
<td>Foyer of our commercial outlets</td>
<td>£500</td>
</tr>
</tbody>
</table>

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.

Located next to the historic Teviot Row House, this is a prime spot to maximise on student footfall and accommodates larger, outdoor activations.

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

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.

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

### Plasma Screens

We have **23 screens** in high footfall locations across all sites.

<table>
<thead>
<tr>
<th>SCREENS</th>
<th>1 Week</th>
<th>4 Weeks</th>
<th>1 Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens</td>
<td>£200</td>
<td>£600</td>
<td>£1,800</td>
</tr>
</tbody>
</table>

### Till Screens

28 customer facing **screens** in bars, cafes and shops across all sites.

Up to **155,000 transactions carried out per month**.

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</table>

### Web Banner

With over **3 million visits** a year, our advertising banners are located in prime positions on our website.

<table>
<thead>
<tr>
<th>BANNERS</th>
<th>1 Week</th>
<th>4 Weeks</th>
<th>1 Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens</td>
<td>£200</td>
<td>£600</td>
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### Newsletter

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.

<table>
<thead>
<tr>
<th><strong>£600 EACH</strong></th>
<th>1 Week</th>
<th>4 Weeks</th>
<th>1 Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens</td>
<td>£200</td>
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</table>

### Local Business Directory

An opportunity for local businesses in Edinburgh to advertise their student discounts and student offerings on a longer-term basis.

<table>
<thead>
<tr>
<th><strong>£15 A MONTH</strong></th>
<th>1 Week</th>
<th>4 Weeks</th>
<th>1 Semester</th>
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</thead>
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All prices are exclusive of VAT.

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**Artwork:**

- **HTML**
  - Width 1,360px Height 768px

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**Artwork:**

- **JPEG or MP4 (max 10 seconds)**
  - Width 600px Height 694px

---

**Artwork:**

- **JPEG**
  - Width 1,200px Height 620px

---

**Artwork:**

- **JPEG**
  - Width 648px Height 97px

---

**Artwork:**

- **JPEG**
  - Width 250px Height 200px

---

**Local Business Directory**

Edinburgh University Students’ Association’s Local Business Directory offers our members an opportunity to advertise local Bartholomew shops and services for students covering a wide range of different services and products.

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**Categories**

- Click on a category to see the businesses in that category.
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.”

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.”

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.”

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.”

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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.