Guild of Students

media pack

why advertise with us?

The Guild of Students is the hub of student activity at the heart of the University of Birmingham.

We represent over 38,000 students studying, living and working in Birmingham.

We're here to ensure every student at the University of Birmingham has the best possible experience whilst studying.

Whether you are interested in advertising to students, engaging with the student market, or looking to better understand the student audience; we can help you reach students in a variety of unique and effective ways.

Take a look at some of the exciting media options we have at the Guild of Students. We are open to innovative suggestions and are on hand to create tailor-made packages. If you want to discuss options or have any queries, please contact us.

Lori Henebury 0121 415 8933
mediasales@guild.bham.ac.uk

reasons to get involved...

38,000
Students

8,000
New Students

500+
Student Groups

26,000
Facebook Likes

16,000
Twitter Followers

8,000
Instagram Followers

43%
Open rate on emails sent out to our commercial email list

2.1 Million
Unique visitors to our website in the 2019 - 2020 academic year

374,000
Unique visitors to our website in September 2020

digital media

Display Screens

We have 5 screens located in our busy membership and reception areas where students meet, study and socialise. Our Display Screens require a static image and the size needs to be 1024 x 768px at 72dpi.

Week	£100
Month	£300
Term	£1,200
Year	£2,000

Website Promo

The Guild of Students website is the main portal for our students to visit for the latest updates and essential student information. This includes voting in the elections, buying tickets for events and communicating with societies. This is the perfect way to reach a big proportion of our current and prospective students. Your advert (360 x 220px) will be displayed alongside two other banners on the Guild homepage: **www.guildofstudents.com**

Week	Month	Term	Year
£175	£500	£1,400	£2,500

Lori Henebury 0121 415 8933
mediasales@guild.bham.ac.uk

social media

Prices Per Post

Communicate your message directly to our students through our social media channels. We have over 42,000 followers across two major social media platforms – the perfect opportunity to interact directly with our students.

26,000
Facebook Likes

£400

16,000
Twitter Followers

£200

8,000
Instagram Followers

£200

Lori Henebury 0121 415 8933
mediasales@guild.bham.ac.uk

digital package deals

Our package deals are a great opportunity to maximise your reach across a range of channels at a more competitive rate. Feel free to contact us to discuss a package to meet your needs.

gold	x3 posts	x2 tweets	x3 stories	£1,500
silver	x2 posts	x2 tweets	x2 stories	£1,000
bronze	x1 posts	x1 tweets	x1 stories	£750

Lori Henebury 0121 415 8933
mediasales@guild.bham.ac.uk

on-site

Wi-Fi & Power Available

Want to meet our students face-to-face? You can book a promotional stall all year round. Whether you're handing out samples or looking to run a brand activation, we offer a range of spaces allowing you to meet our students in person.

Posters

Visual advertising is still one of the most effective ways of making an impression on students. We offer all of our clients the opportunity to advertise their service, product or event, directly to the students via this medium in prime footfall locations.

A0 Poster 1 Poster- Week	£100
A0 Poster 1 Poster - Month	£300
A3 Posters 7 Posters - Week	£75
A3 Posters 7 Posters - Month	£200

Retail Area	Reception Area	JOE'S Bar	The Square	Car Park
Indoors	Indoors	Indoors	Outdoors	Outdoors
3m x 1.5m	3m x 2m	5m x 3m	Please enquire for dimensions	Please enquire for dimensions
£450	£650	£850	£850	£2,000

Lori Henebury 0121 415 8933
mediasales@guild.bham.ac.uk

sponsorship

Sponsorship provides an excellent platform to promote your brand to the student market.

With over 500 societies, event sponsorship is one of the best ways to get your brand recognised by the University of Birmingham student population and offers your organisation the opportunity to establish a long lasting association with your brand.

Whether you choose to sponsor a single event or activity, one of our societies or sports teams for the year, we have a number of attractive opportunities to suit your business needs and your budget.

Lori Henebury 0121 415 8933
mediasales@guild.bham.ac.uk

get in touch

Our vision is that together we can create a fun and memorable experience for our students through the medium of advertising.

We welcome innovative and forward thinking ways of introducing your brand to our students. If you haven't found what you're looking for in this pack, just give us a call or send us an email to discuss our tailor-made packages.

To find out more or to discuss a bespoke marketing package, please contact **Lori Henebury:**

mediasales@guild.bham.ac.uk

0121 415 8933