



# Media Pack

## Welcome 2022

**Monday 19 to Friday 23 September**

# Why advertise during Welcome?

**The Guild of Students is the hub of student activity at the heart of the University of Birmingham and we're responsible for putting on an amazing programme of Welcome activity for over 36,000 students.**

Each September, we welcome around 8,000 new students to Birmingham, holding a giant two-day Welcome Fair (formerly known as Freshers' Fair). Our Welcome Fair is the best way to target students, many of whom are new to the city of Birmingham, to ensure they know all about your product/service and what you can offer them.

Take a look at some of the exciting media options we have available for Welcome, at the Guild of Students. We are open to innovative suggestions and are on hand to create tailored packages. If you want to discuss options or have any queries, please contact us at [mediasales@guild.bham.ac.uk](mailto:mediasales@guild.bham.ac.uk)





## Reasons to get involved...



**36,000**  
Students



**8,000**  
New students



**500+**  
Student Groups



**28,000**  
Facebook followers



**16,000**  
Twitter followers



**12,000**  
Instagram followers



**48%**  
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

# Welcome Fair

One Day

**Premium Stall**  
£1,200

One Day

**Standard Stall**  
£900

Two Days

**Premium Stall**  
£2,000

Two Days

**Standard Stall**  
£1,750



**Wi-Fi and power available\***

We can tailor packages at your request and offer additional services and products.

To find out more about charity rates, please contact Karina Kaur:  
[mediasales@guild.bham.ac.uk](mailto:mediasales@guild.bham.ac.uk)

\*If you require power there is an additional £50 charge



## Gold Package

Premium stall  
Welcome bag insert (1,000)  
Digital screens  
x2 Instagram stories  
x1 Facebook post  
x1 Tweet

**£2,100**



## Silver Package

Standard stall  
Welcome bag insert (1,000)  
Digital screens  
x1 Instagram story  
x1 Tweet

**£1,500**



## Bronze Package

Standard stall  
Welcome bag insert (500)  
Digital screens  
x1 Instagram story

**£1,250**

# On site

## Pop-up Locations

**Reception Area**  
Indoors  
**£1,200**

**3m x 2m**

**JOE'S Bar**  
Indoors  
**£1,500**

**5m x 3m**

**Mermaid Square**  
Outdoors  
**£1,500**

**Please enquire  
for dimensions**

**Car Park**  
Outdoors  
**£2,000**

**Please enquire  
for dimensions**



Got a product or marketing material that can be easily distributed to students? Make sure it's included in our popular **Welcome bags**.

**£150 per 500 inserts**

## 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.

**x1 A0 Poster - Week**

**£100**

**x1 A0 Poster - Welcome Fortnight**

**£150**

**x7 A3 Poster - Week**

**£75**

**x7 A3 Poster - Welcome Fortnight**

**£125**

# Digital media

## Display Screens

We have five Screens 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

£125

Welcome Fortnight

£200

## Website promo

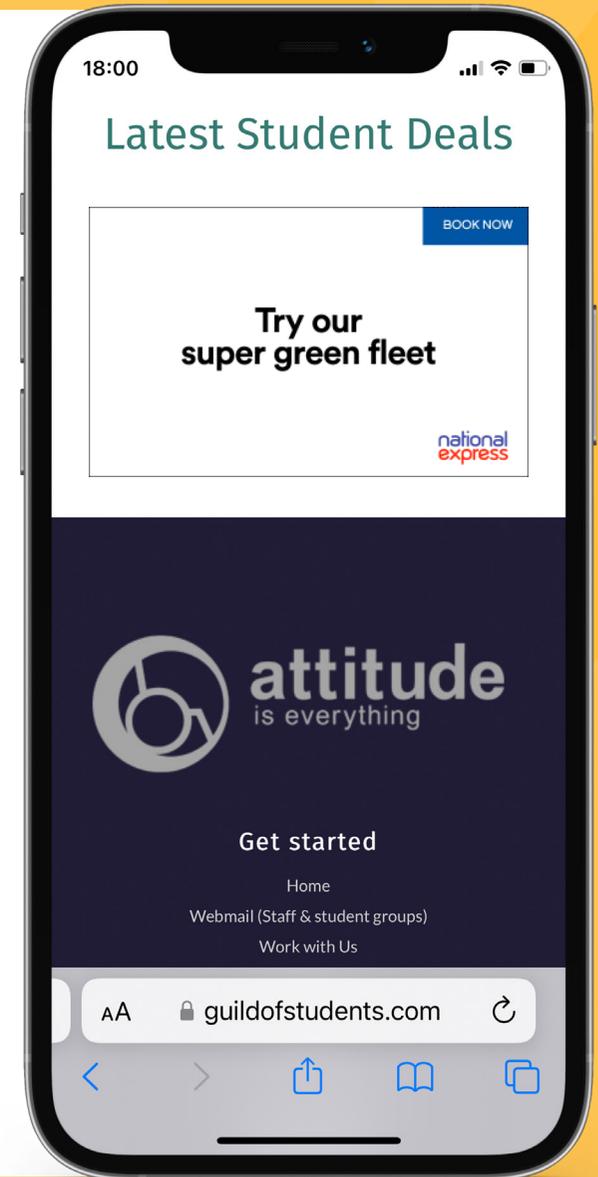
The Guild of Students' website is the main portal for our students to visit for the latest updates and essential student information during Welcome. This includes buying tickets for events and communicating with societies. This is the perfect way to reach a big proportion of our current and prospective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

Week

£175

Welcome Fortnight

£225



# Social media

## Prices per post



**28,000**  
Facebook  
Followers

**£400**



**16,000**  
Twitter  
Followers

**£200**



**12,000**  
Instagram  
Followers

**£300**



**Talk to  
us about  
TikTok!**

**£TBC**

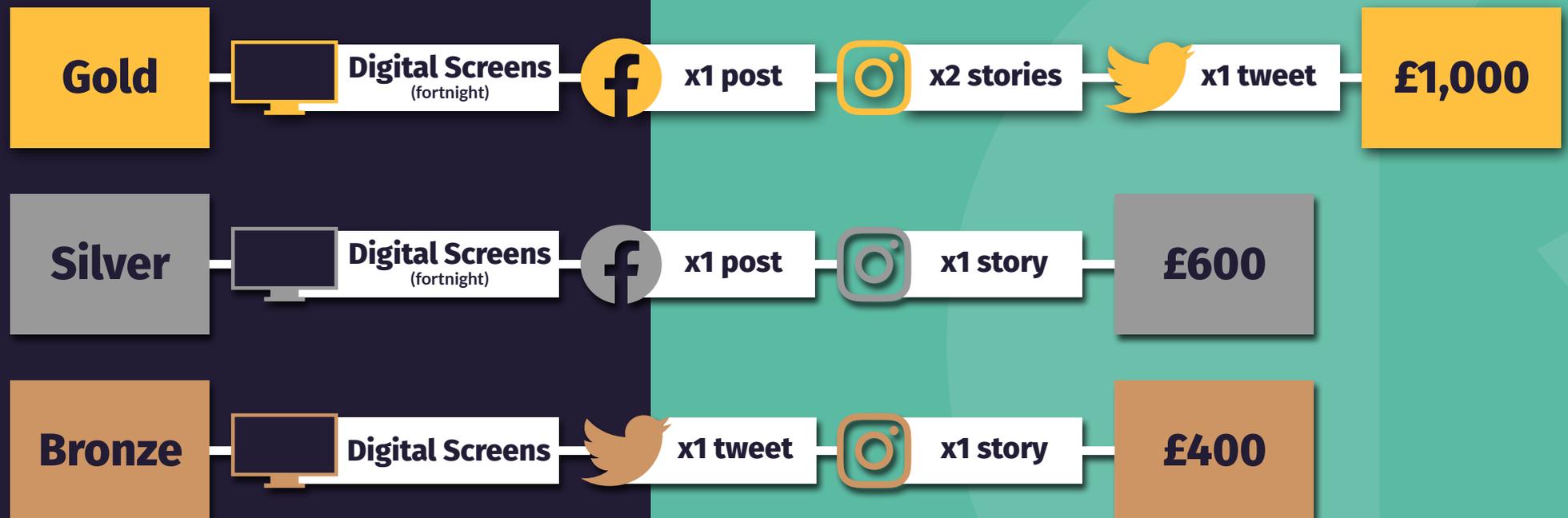
**New!**

Communicate your message directly to our students through our social media channels. We have 56,000 followers across three major social media platforms – the perfect opportunity to interact directly with our students



# 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.



# 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.



# 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 tailored packages.

Want to be involved with us again? Ask us about our Refreshers Fair in January – another fantastic opportunity to interact with students.

To find out more or to discuss a bespoke marketing package, please contact Karina Kaur: [mediasales@guild.bham.ac.uk](mailto:mediasales@guild.bham.ac.uk)

