

**There are 11,569 students from over 80 countries at the University of Stirling. Each year, they spend in excess of £8 million.**

**They need bank accounts, mobile phones and a reliable taxi number. They buy food, clothes, music, books and a whole lot more.**

**Can you afford to ignore them? No, we didn't think so either. That's where we come in.**



Media  
Pack  
2011/12

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[www.stirlingstudentsunion.com/marketing](http://www.stirlingstudentsunion.com/marketing)

The Union is best placed to help your business communicate directly, effectively and cost efficiently to the 11,569 students and 2,000 University staff who help support them. Previous Clients include: Specsavers, RBS, Barclaycard, 3, HBOS, VUE, HMV, Dominos, Sainsbury's, Orange, First, BUNAC, Debenhams, Starbucks, O2, Apple, Endsleigh and Nando's. Why not add your business to the list?

## Freshers 2011

Freshers Week is the biggest and best week of the year! Starting on Saturday 10th September and running for over a week, Freshers is the single greatest opportunity to get your message out to new as well as returning students.

The focus each year is the Freebie Fayre, which takes place on Monday 12th September 2011. The Freebie Fayre is always the best attended day, with a footfall of approx. 3,000 new and returning students. Don't miss out on your chance to promote your business to the student body!



## FRESHERS 2011



### The Facts:

Freshers Fayre Premium Stall £495  
(Double stall in best locations)

Freshers Fayre Regular Stall £295

Freshers Fayre Premium Package £1,000

(Premium stall for 2 days during Fayre, Freshers Bag Insert,

3 future dates to hold stalls in Union, full page colour advert in Freshers edition of Brig)

Freshers Fayre Bulk Package £400

(Regular stall and Freshers Bag Insert)



Single stall size: Board 880mm (H) x 1180mm (W), 6 ft table supplied.

Access to electricity available (first come first served).

Deadline for bookings: Friday 2nd September 2011

Deadline for payment: Friday 9th September 2011



## Freshers 2011 sponsor

Only one company can grab the chance to be the Freshers sponsor so don't miss out! With exclusive access and continued promotion throughout the year, it represents a major investment in promoting your business to the student body, not only during Freshers Week, but through the semester at a discounted rate for all activities.



### The Facts:

7 day prime location for full Freshers Week.

5 days of further stalls in autumn semester to promote in the Union.

Logo to be placed on Freshers Welcome Team clothing.

Logo to be placed on all Freshers Week posters and publicity.

Logo to feature on Freshers Ents Pass.

Full Page colour advert in Union Guide.

Full Colour advert in Freshers Guide lanyard to be distributed during Freshers (2,000).

Insert into Freshers Bags (2,000).

Artwork specifics will be supplied following receipt of contract. Cost: £3,000

Deadline: 5th August 2011



# Freshers Bags

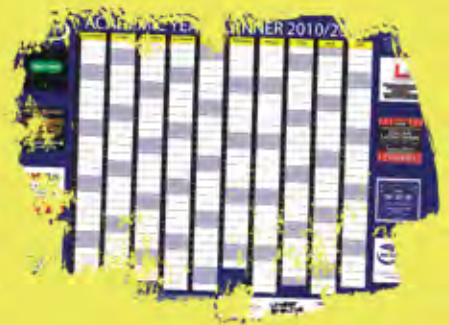


Students love free things! That's why they love the Freshers bags. Each year we distribute 2,000 packs with essential information, cool freebies and amazing student offers. You can get your information in the mix as well. If you're wanting to include promotional materials, it's a low fee of only £195 for 2,000 copies or if you're able to provide something of value such as a branded pen, key ring or bottle of water, it's FREE!!

## The Facts:

Size: Inserts should be no larger than A4  
 Cost: £195 for 2,000 inserts or FREE for product of value (please specify so we can confirm whether your proposal is suitable for the free rate).  
 All contents for the bag should be provided by 2nd September 2011

# Wallplanner 2011/12



Students love to plan! What better way to get your company details noticed than with the Union Wallplanner?! This will be used in Hall kitchens and student rooms across the University! As well as featuring details on upcoming Union events, it allows students to plan for the year ahead and is extremely effective at getting your message across at a low cost. Spaces are limited, so don't miss out!

## The Facts:

2,000 copies distributed free via Freshers Welcome Bags  
 Size: 60mm x 60mm  
 Artwork must be supplied in JPEG format  
 Cost: £100 per regular advertising box  
 Deadline: 26 August 2011

# Union Diary 2011/12

# FRESHERS 2011



The Union Diary is not only the official guide to Freshers Week, it's not only the official guide to the Students Union, it's also the official University Diary distributed to all new students! The Diary is distributed FREE to all new students when they arrive and we distribute to returning students as well - 3,000 copies in total! So whether it's an offer you want to promote to the student body or particular services you want to highlight, it offers direct access at an affordable price with year-long exposure. With options for full or half page adverts, there is something for every budget.

## The Facts:

3000 Copies  
 Size: Full Page: 210mm (H) x 148.5mm (W) with 5mm bleed  
 Half Page: 74.25mm (H) x 105mm (W)  
 Cost:  
 Full Page: Colour £350 Mono £250  
 Half Page: Colour £250 Mono £195  
 Deadline: All bookings and artwork should be received no later than 12th August 2011



Deadline: All bookings and artwork should be received no later than 12th August 2011

# Student Media

## Brig Newspaper

Brig is the official student newspaper of the University of Stirling. The student-run publication produces 2,000 copies of its 24-page newspaper every month, with content ranging from the latest news and sports results to student culture, politics and opinion. Brig boasts a readership of approximately 5,000 students and members of staff. It is free of charge to everyone, and the students who produce it work on an entirely voluntary basis in order to provide the University of Stirling with a cutting-edge publication. Brig also runs a popular and well-maintained website with up-to-date content at [www.brignewspaper.com](http://www.brignewspaper.com). There are numerous different ways to advertise with Brig in order to boost your sales and meet the needs of your company all year. Contact us today for your booking form.



Brig Advertising Rates 2011/2012:  
Full Page Colour - £230 Mono - £170  
Half Page Colour - £160 Mono - £100  
Quarter Page Colour - £100 Mono - £60  
Page Header/Footer Colour - £70 Mono - £40  
Wraparound Colour - £280 Mono - £200  
Online Banner - £16/month Margin - £10/month

Brig Sponsorship Package:  
1 X Colour Footer on the Front/Back Cover  
2 X Mono Quarter Page Advert/ 1 X Colour Half Page Advert  
1 Month Online Advertising  
Sponsorship for 1 issue - £300/2 Issues - £540/Entire Semester - £720

## Publication Dates

Freshers Edition - Tuesday 18th September/Edition 2 - Tuesday 4 October/Edition 3 - Tuesday 1 November/Edition 4 - Tuesday 29 November  
Re-freshers edition - Tuesday 14th February/Edition 6 - Tuesday 6 March/Edition 7 - Tuesday 3 April/Edition 8 - Tuesday 8 May

## Air3 Radio

Air3 radio is Stirling University's Student Radio station. The station broadcasts online every day, seven days a week from 9am to 1am. Content includes a broad range of programming from talk shows, specialist music shows, journalistic shows, comedy shows and more. Air3 is a non-profit, student-run organisation that accepts sponsorship deals including: Online and on-air advertising opportunities for your company as well as online and poster campaigns. Visit [www.air3radio.com](http://www.air3radio.com) to find out more!



## AirTV

AirTV is the University of Stirling's student-run TV station which provides a creative broadcast medium for students to showcase their video work to the University.

AirTV is a member of the National Student Television Association, and was named the Best Student Media outlet in 2011 by NUS Scotland.

Your business can sponsor AirTV's award-winning team via a wide-array of services, including: Sponsorship, equipment donation and donation of services.

In return, AirTV offers free advertising on their popular website, video advertising and poster campaigns.

Get in touch to discuss how your business can benefit from these Student Media outlets!

## online

Students spend most of their time online, so what better place to advertise your business than online with us? The official website of the Students Union ([www.stirlingstudentsunion.com](http://www.stirlingstudentsunion.com)) receives monthly traffic in excess of 16,000, and provides students with the latest in news and events. We provide a wide-array of opportunities that will best suit your needs. These range from banner adverts to sending e-mails to over 4,500 registered members of the site.



### The Facts:

Banner: £100/month £300/semester £700/year £50/refresh  
RSS Feed: £100/24 hours £200/48 hours £75/refresh  
Lozenges: £2,000/year  
Site Reskins: £500/day £1,500/week  
Sols: £443/email

## on-site

Want to make sure students see you outwith Freshers? No problem. We offer a range of on-site ways to promote exclusively to students. This can take the form of a stall in the Students Union starting at just £75 (outwith Freshers and Refreshers), leaflet distribution and poster distribution. We can handle large quantities and offer exclusive Union locations in which to ensure your activity receives the attention you want amongst the student body.



### The Facts:

Union stalls are available to book for £75 per day, with discounts offered when booking 2 or more days.  
Leaflet distribution is available at a cost of £100 per 1,000.  
Poster distribution at a cost of £100 per 100 (A3 format or smaller).  
All materials to be distributed/displayed must be provided.

## Union Membership cards

The Union is pleased to offer exclusive access to sponsor both the Sports Union and Union club membership cards. With over 40 active clubs in the Sports Union and over 1,500 members competing at local, national and international level, association with the Sports Union is an amazing way to build brand-awareness. The Union clubs also have over 40 clubs with more than 1,000 members who meet regularly to engage in club activity. For your chance to have your company logo and details included on the wallet-sized cards costs only £495, and is limited to only 4 companies (2 for Sports Union card/2 for Union club card).



### The Facts:

Size: 30mm (W) x 25mm (H). Please supply your artwork in JPEG format.  
Cost: £495  
Deadline: All booking and artwork must be received by 12th August 2011

# REFRESHERS 2012

\*If you book a stall at Freshers 2011 you automatically receive a saving for Refreshers 2012 including on the Premium package!\*

After Christmas, students can't wait to get back to us in February. Why? Refreshers! Featuring a wide range of events focused on new and returning students, it's that perfect opportunity to engage (or simply re-engage) with the student market. As with Freshers, a single opportunity exists for an event sponsor and with this package comes the chance to be the lead company at Refreshers and feature in everything that we do. With a footfall of over 2,000 new and returning students, it's the perfect way to launch your business with the student community in the New Year. Why not take advantage of our Premium package which includes not only a Premium stall at Refreshers 2012 but also a full page colour advert in the February edition of Brig. Join us on Thursday 16th February 2012!



**The Facts:**  
Premium stall £250/£200 for Freshers 2011 stall holders (double stall in best location).  
Regular stall £150/£100 for Freshers 2011 stall holders.  
Charity stall £75 (please provide charity number).  
Premium package (premium stall, leaflet distribution and full page colour advert in Brig)  
£500/£400 for Freshers 2011 stall holders

Refreshers 2012 sponsor  
(includes 5 full days at premium location, 5 further days during Spring semester to promote within the Union, company logo on all Refreshers 2012 promotional materials, poster and leaflet distribution throughout the Spring and half page colour advert in Brig).  
Artwork: Specifics will be supplied following receipt of contract.  
Cost: £2,000

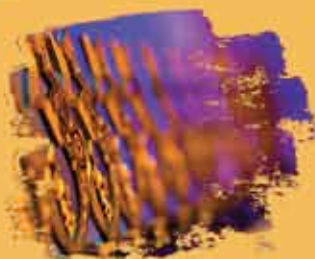


Booking Deadline: Thursday 2nd February 2012  
Payment Deadline: Thursday 9th February 2012

## LET'S PLAN IT TOGETHER!

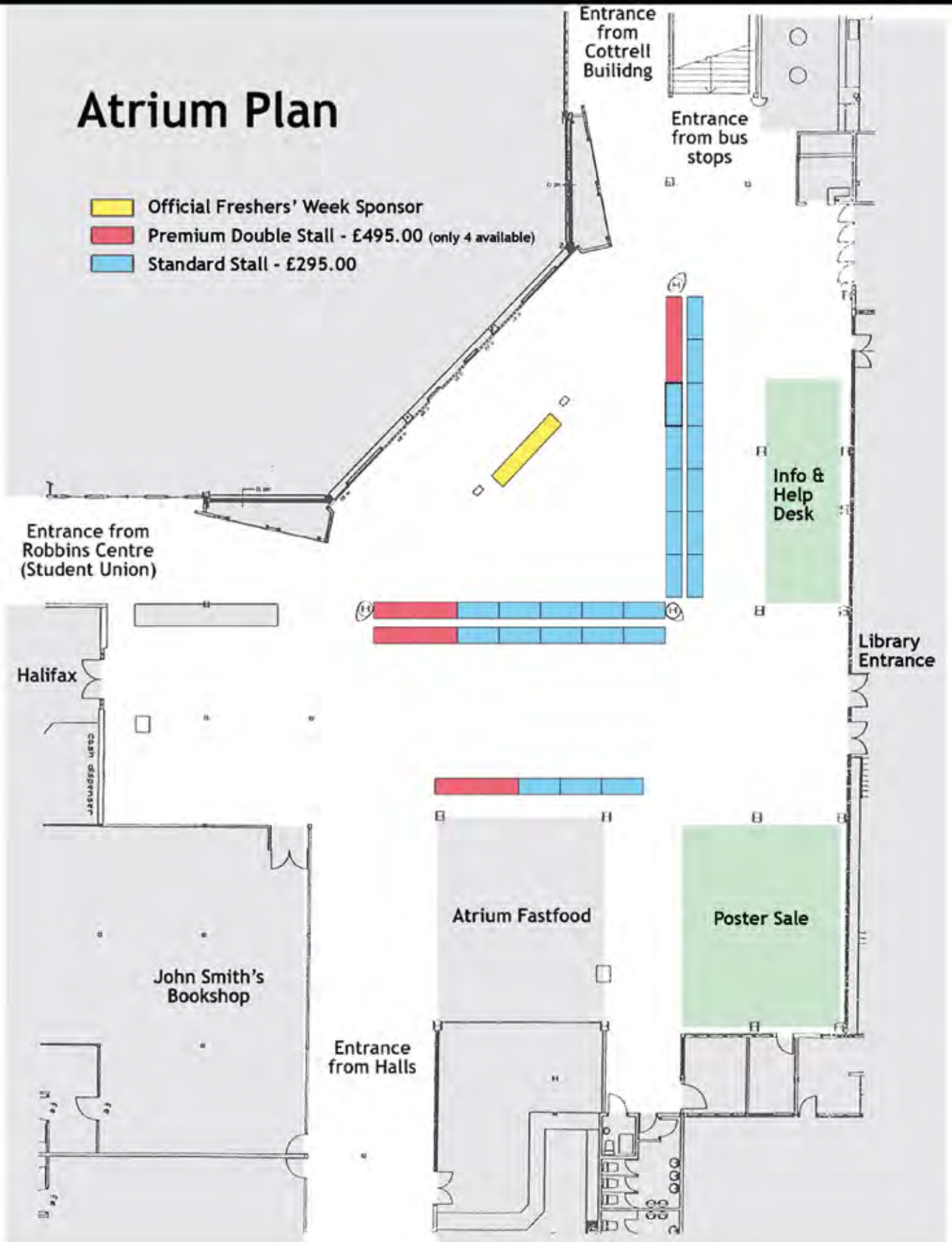
The details on the previous pages outline just a few of the main ways in which we can help you target your promotions and activity to the student market. There are no limits to the possibilities that exist in order to get involved in the work of the Union and its interaction with students. Other opportunities include sponsorship and advertising in specific Union publications (for example, our Housing Guide), sponsorship of Union events throughout the year, product sampling, sponsorship of Union and Sports Union clubs and societies, the Sports Union Ball, Union campaigns and elections, the SU e-newsletter, Clubs & Socs Awards and of course, the Final Fling 2012!

Still can't find what you're looking for? Don't worry. We're always keen to sit down with you to work out what is best for you within your budget, be it large or small. We are happy to tailor packages to ensure cost savings for you. Plus, if you'd like to do on-site promotion at the Union but don't have the personnel to do it, we can provide our marketing team - they are available to help for just a small fee.



## Atrium Plan

- Official Freshers' Week Sponsor
- Premium Double Stall - £495.00 (only 4 available)
- Standard Stall - £295.00



# Stirling Students Union marketing activity booking form

Company Name: .....

Union Diary – 3,000 distributed via University matriculation and at Freshers Fayre

- Full A5 page colour advert £350
- Full A5 page mono advert £250
- Half A5 page colour advert £250
- Half A5 page mono advert £195

Freshers 2011 Main Freebie Fayre Day Monday 12th September

Freshers 2011 Sponsor £3,000  
(Exclusive Sponsor stall from Saturday 10th – Friday 16th September 2011, insert into Freshers bags, 5 future dates to hold stalls in the Union during autumn semester, logo on Freshers Team clothing, logo to feature on Freshers Ents Pass, logo on all Freshers posters and publicity, full page colour advert in Union Diary, full colour advert in Freshers lanyard Guide)

Freshers Fayre Premium Stall £495  
(double stall in best locations)

Freshers Fayre Regular Stall £295

Freshers Fayre Bulk Package £400  
(regular stall and Freshers Bag insert)

Freshers Fayre Premium Package £1,000  
(premium stall for 2 days during Freshers Fayre, Freshers Bag insert, 3 future dates to hold stalls in the Union during autumn semester, full page colour advert in Freshers edition of Brig)

Please confirm stall requirements:

- Access to power
- Noticeboard
- Table/Chairs
- Providing Own Stand

Wallplanners 2011-2012 – 2,000 distributed via Freshers Bags

Box advert at £100

Freshers Bags 2011  
2,000 distributed to new students during Freshers Week

2,000 inserts into Freshers 2011 Bags  
(items to be supplied) £195

FREE insert into Freshers 2011 Bags  
(must be item of value – please specify proposed item so we can advise if it qualifies for free)

Membership Cards Sponsorship

- Advert for Sports Union membership cards £495
- Advert for Union club membership cards £495

On-site promotion

Union stalls £75 per day  
(discount when booking 2 or more days) Please specify first choice date(s) below:  
.....

Leaflet distribution £100 per 1,000

Poster distribution £100 per 100 (A3/A4)

ReFreshers 2012 Main Freebie Fayre Day  
Thursday 16th February 2012

ReFreshers 2012 Sponsor £2,000  
(Exclusive Sponsor stall from Wednesday 15th – Wednesday 22nd February 2012, 5 future dates to hold stalls in the Union during spring semester, poster and leaflet distribution throughout the spring semester, logo on all ReFreshers posters and publicity, full page colour advert in ReFreshers Brig)

ReFreshers Fayre Premium Stall £250/£200 to Freshers 2011 stall holders (double stall in best locations)

ReFreshers Fayre Regular Stall £150/£100 to Freshers 2011 stall holders

ReFreshers Fayre Charity Stall £75  
(please provide Charity No:.....)

ReFreshers Fayre Premium Package £500/£400 for Freshers 2011 stall holders  
(premium stall during ReFreshers Fayre, leaflet distribution, full page colour advert in ReFreshers edition of Brig)

Please confirm stall requirements:

- Access to power
- Noticeboard
- Table/Chairs
- Providing Own Stand

Name of person booking: .....

Position within company: .....

Address: .....

Postcode: .....

Telephone: .....

Email: .....

Invoice address (if different than above):  
Position within company: .....

Address: .....

Postcode: .....

I have read the Union's Advertising & Promotional Terms & Conditions and that by signing below confirm to abide by all stipulations contained within. Bookings will only be accepted if signed below.

Signed:.....

Date:.....

Print Name:.....

Please note bookings must be received and all payments received in full (including cheques cleared) before any activity (including Freshers/ReFreshers stalls) take place.

Please complete and return to:  
Nick Manton, Marketing & Events Co-Ordinator  
Stirling Students' Union  
The Robbins Centre, University of Stirling, Stirling, FK9 4LA  
n.d.manton@stir.ac.uk