INTRODUCTION

With an estimated spending power of over £19.7 billion per year, students are a sought-after demographic. Arriving at university they become independent consumers for the first time and engaging with them effectively can make a lasting impression. Using our unrivalled knowledge and expert Marketing Team, we can help you to create and deliver highly effective activity across a range of physical and digital platforms. With over 24,000 members, why not advertise with one of the largest and most famous students’ unions in the country – Oxford SU. Please be advised all prices are exclusive of VAT.

TERM DATES 2020/2021

Michaelmas Term
11th October to 5th December

Hilary Term
17th January to 13th March

Trinity Term
25th April to 29th June
With a combined total of over 30,000 followers, our social media is one the most effective ways to reach our students. We are able to offer bold and effective social media campaigns for your brand, with a strong and engaged following across three platforms.

Take a peek at our social media channels now:
Facebook: Search ‘Oxford SU’
Twitter: Follow @oxfordstudents
Instagram: Follow @oxfordstudents

---

Facebook Post
£200

Twitter
£150

Instagram
£100

Bundle of all three
£300
Web Banners

Oxford SU Main Web Banner (rolling advert) | £500 per month

Oxford SU Homepage Mid Page Web Banner | £350 per month

Oxford SU Homepage Bottom Banner | £350 per month

Web Banner on the Jobs page | £350 per month

Web Banner on the Events page | £350 per month

Email Campaigns | £600
Our Solus Emails allow you to send dedicated emails to 6000+ current students on our database, with an open rate of 25-30%. This is a specifically designed email by you with no information from other advertisers and a small lead time, with flexibility for last-minute advertising campaigns.
The Oxford Student is our student newspaper, written by the students for the students. The Oxford Student provides its readers with current news from in and around Oxford University. 12,600 copies are printed weekly during term time estimated readership of 8,000.

x 1 Full and half page adverts include a 1 week banner on the OxStu Website | oxfordstudent.com

**National Business**
Full Page £750 | Half Page £475 | Quarter Page £200

**Local Business**
Full Page £500 | Half Page £300 | Quarter Page £150

**Charity**
Full Page £200 | Half Page £100 | Quarter Page £50

Please Note | due to the current situation with Covid-19 the first term will be an online only version of the student paper.
Local Business Directory | £30
List your Oxford business in our online directory and let students know about your offers! We ask that you promote a specific student discount of offer within your advert, even if it's for a temporary period of time.

Student Jobs Page | £100 per listing
Got a part time position to fill, suitable for students? List your job on our dedicated student jobs page hosted on the Oxford SU website.
Sponsorship
We host a variety of events throughout the year, from Freshers Fair to charity balls. Please get in touch to here about current sponsorship opportunities

Student Pad
Student Pad is the number one platform for student accommodation and in the last academic year properties were viewed over 80,000 times.

Student Pad Web Banner | £350 for a month
Student Pad Accommodation Listings |
Single Spare Room | £40
1 - 3 Bedroom Properties | £50
4 - 6 Bedroom Properties | £80
7 + Bedroom Properties | Please get in touch for a bespoke offer

Digital Screens
Reach students through our network of 18 digital screens, situated across Oxford. These can display still images or play ten second videos.

1 week advert | £150
2 week advert | £250
Package Deals
A range of bundles and packages are available, with something to suit every budget. Please get in touch with your exact requirements and we’ll get back to you with suggestions or a bespoke advertising package. We partner with a broad range of companies and organisations to continually improve the student experience.

Email the Sales & Events team for more information
business@oxfordsu.ox.ac.uk