FRESHERS' 2022

MEDIA PACK
THURSDAY 6TH AND FRIDAY 7TH OCTOBER, 2022
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The University of Oxford’s Welcome Week and Freshers’ Fair are the perfect opportunity for your organisation to connect with our students, from freshers all the way to postgraduates.

With more than 25,500 students, made up of 12,500 undergraduates and 13,000 graduate students, the Oxford University student population is diverse and talented. International students make up 45% of our student body, coming from over 160 countries. Welcome Week is a chance for you to establish relationships with our students and let them know about opportunities to get involved with your organisation. With a stall at our Freshers’ Fair, you can build a lasting relationship with our students face-to-face this Autumn 2022.

The fair is on the 6th and 7th of October, 2022, between 10am and 6pm. It will take place in University Parks in Central Oxford. Last year we had over 9,000 students attend, and we expect the same footfall this year!
HIGHLIGHTS

1. Over 9,000 student attendees and 380 student-run stalls with their stallholders also circulating

2. Exclusive commercial zone, strategically situated to maximise visibility and traffic

3. Located in the iconic greenery of University Parks, in a bespoke marquee, tailor-made for Oxford SU and student experience
Charity/Local Stall
£875*
6ft table, with Wi-Fi and power
Only available to registered charities or local businesses

Standard Stall
£2,575*
6ft table, with Wi-Fi and power

Premium Stall (Inside)
£3,500*
3m by 3m space, with Wi-Fi and power
Premium positioning in the fair
The space has access to students on all sides
Space for interactive exhibits

*All prices are for two days and exclude VAT. Stalls will have access to power outlets. Wi-Fi will be available.
LARGE ACTIVATIONS

Premium Stall (Outside)
£4,000*

A custom sized plot at the exit of the fair, suitable for larger installations and self contained vehicles. The standard plot is 4m by 4m - please get in touch for a quote for larger spaces. Places come with power and Wi-Fi and include a social media campaign during the Welcome period (one post on Facebook, Twitter and Instagram).

Please note that tent pegs are not allowed to be used within the parks, so structures need to be secured with weights. You are only able to have an outside plot if you can agree to these terms.
ADDITIONAL OPPORTUNITIES

Welcome Handbook

Half page advert - £500
Full page advert - £750

Our handbook will be sent to every incoming student.

Digital Screens

£750

We will have six digital screens in prime positions around the fair. Your advert will be shown for ten seconds every minute throughout the two days, and can be a still image or video. These eye catching screens are a great way to stand out from the crowd!
Our Social media channels are continually growing, with nearly 50% of our students logging on and getting their updates through social media. Ads are priced as following:

- **Facebook | Search 'Oxford SU' - £200**
- **Twitter | Follow @oxfordstudents - £150**
- **Instagram | Follow @oxfordstudents - £100**

**Bundle of all Three - £300**

**Web Banner**

oxfordsu.org

**Banner (regular) £500 for a month**

Our website receives over 1 million hits annually

1500px by 400px
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, with an estimated readership of 8,000 students weekly.

x 1 Full- and half-page adverts include a 1-week banner on the OxStu Online.

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

**All Student Email | £450**
Our all student email goes to over 25,500 students weekly during term time. The advert includes a banner and short passage of text, and is a great way to reach a wide range of students.
When does booking close?
Bookings for Freshers’ Fair 2022 close on the 19th of September 2022, but we recommend booking early as we have limited availability. We will not accept bookings after this date.

What are the timings for the event?
Wednesday the 5th of October will be dedicated set up day for commercial stallholders, where you can access site with a vehicle and set up your stand.
The fair will be open to students between 10am and 6pm on the 6th and 7th of October, so your staff will need to be available between 9am and 6.30pm.

What is your cancellation policy?
If you wish to cancel your booking, you must provide notice within ten working days of the sales order being signed by your organisation. Any cancellations occurring after this period will not be eligible for a refund and the final settlement will still be issued, unless the event is unable to go ahead due to Covid-19 restrictions.
HOW TO BOOK

Please contact:

business@oxfordsu.ox.ac.uk

and a member of the team will be in touch in due course.