



Media Pack

2018-19

Introduction

Welcome to Oxford SU Media Pack 2017-2018.

We have a range of opportunities that allow your business to target more than 22,000 students at one of the world's leading universities.

The student population at Oxford forms a diverse and vibrant market within which we aim to deliver highly effective marketing campaigns, no matter the aim or budget.

Term Dates:

Freshers' Week

Sunday 30th September – Saturday 6th October

Michaelmas Term

Sunday 7th October – Saturday 1st December

Hilary Term

Sunday 13th January – Saturday 9th March

Trinity Term

Sunday 28th April – Saturday 22nd June

x**23,000+**

students

108,700

visitors
to the website in 2015-16

11,728

Undergraduate

10,941

Graduate

x**8,138**

twitter followers

x**16,002**

facebook

41%

from outside the UK

Oxford

home of
Oxford University
& **Oxford SU**

Freshers' Week & Freshers' Fair

Join us in welcoming all our new students

Freshers' Fair is the perfect opportunity for you to come face-to-face with over 10,000 students, across all year groups, to showcase your brand.

- Wednesday 3rd & Thursday 4th October 2018.
- Attracts over 10,000 students across the two days.
- Attended by both new and returning students (undergraduate and graduate).
- Timed and ticketed entry for each college meaning more time with each student.

Whether your aim is to raise brand awareness, capture data, give out freebies or build a relationship with our students, Freshers' Fair provides you with the ideal opportunity.

Freshers' Fair Sponsorship

Become a sponsor of Oxford SU's Freshers' Fair.

This is fantastic way to make sure the students see your brand time and time again in the lead up to the fair. Your logo will be included on the following:

- A 2-day Premium Stand at Freshers' Fair
- Insert into the Freshers' Fair promotional bags
- A logo on all Freshers' Fair promotional material
- Banner on the Freshers' Fair website between August and October
- Premium Listing on the "Who will be there?" Freshers' Fair website page
- Logo on fair map shown on digital screens around the fair and on physical maps handed out during the fair
- Logo on directional signage throughout the fair including floor vinyls
- 10 second still advert on projector screens located throughout the fair
- Logo on entrance and exit signage

£12,500

Interested?
turnover to find
out more...



Freshers' Week & Freshers' Fair

Exhibitor rates

	2 days	1 day limited availability
Stage	£6,037	N/A
Premium 12ft x 2ft stand in a premium location	£4,042	£3,097
Standard 6ft x 2ft	£2,467	£1,890
Charity/ University Department Standard 6ft x 2ft	£788	£603

To book a Freshers' Fair stall please contact
rachel.heugh@nus.org.uk

Electricity can be provided.

We are unable to provide Wi-Fi.

Freshers' Fair exhibitors will also receive

10% discount on the following when booked at the same time as their Freshers' Fair stand:

- 1 Fresh Magazine Advert
- 1 advert in the The Oxford Student during the first term
- Banners on the Freshers' Fair website.

Website Banner on Freshers' Fair Website

www.ousu.org/freshersfair

- Main source of information for Freshers' Fair 2017
- Booking system for current student societies allowing your brand to be seen by over 300 current student groups
- Biggest website hit between August-October

£350.00 per week

£250.00 Charity rate per week

Premium Stall Holder Listing

- Includes your logo, contact details and a link to your website

£60.00

£40.00

More
Freshers's Fair
advertising
options...



Freshers' Week & Freshers' Fair

Freshers' Fair Digital Screens

6 digital screens will be located around Freshers' Fair, which attracts 10,000 students over 2 days – a fantastic way to be seen if you are not attending the fair or great to highlight your stand number if you are attending.

10 second advert shown at least every 5 minutes over 8 hours

Per day: **£500**

Freshers' Fair Projectors

Projectors will be located around the Fair. Your advert on a projector screen will not only be available for attendees to see but also many of the 400 societies will see your advert over the duration of the fair as they will be located in the stall holder rooms.

10 second still advert: **£650**

1 minute video: **£1000**

ReFreshers' Fair

Our Refresh Fair is chance for you to connect with the students again at the beginning of their second term and remind them of what you can offer. Discount will be available for those who booked a stand at Freshers' Fair. Rates and Dates to be confirmed.



Freshers' Welcome

Fresh Magazine

Fresh Magazine is our first point of contact with incoming students providing the perfect opportunity to get your brand seen before students arrive at Oxford.

- The first point of contact with new Oxford University students
- Sent via post to 5,500 home students and distributed to colleges for 2,500 international students.

Back Cover: £2,993

Inside Front: £2,362

Inside Back: £2,205

Full Page: £1,418

Half Page: £840

Flyer Insert: £1,470

Uni Department/ Charity

Half Page: £525

Wall Planner

Our Wall Planner will be distributed to students at Freshers' Fair. A great item used all year round highlighting our key events throughout the year. If you have any events you would like to promote, here is your chance to do so.

Some of our key events include:

- Teaching Awards

Include your event on a specific date: £675

50mm x 50mm advert: £550

City Map

7,000 copies of our city map will be distributed at Freshers' Fair. Have the opportunity to have an advert and pin drop of your location(s) across the city centre.

Advert and Pin Drop: £400

Student Media

The Oxford Student

This 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.

- 2,600 copies printed weekly during term time
- Estimated readership of 8,000
- Full and half page adverts include a 1 week banner on both the OxStu and Oxide Online

Rates in October issues

Full Page: £1,450

Half Page: £925

Charity Rates

Full Page: £895

Half Page: £550

Rates November onwards

Full Page: £1,250.00

Half Page: £725.00

Full and half page adverts include a 1 week banner on both the OxStu and Oxide Online

The OxStu Online

www.oxfordstudent.com

This is the online version of our popular student newspaper The Oxford Student

- Approx. 14,000 hits per week

Homepage Banner Advert on both sites: **£400**

Charity rate: **£280**

The
OXFORD STUDENT
oxfordstudent.com



Oxide Radio

www.oxideradio.live

Our student-run radio station plays online throughout the university year, featuring a range of different shows from indie tracks to chat shows boasting the latest celebrity news.



Digital media

Solus Email

Our Solus Emails allow you to send dedicated emails to 8000+ current students on our database.

- Students sign up for our Solus Emails
- Database of approximately 8,000 current students with an open rate of 25-30%
- A specifically designed email by you with no information from other advertisers
- Small lead time with flexibility for last-minute advertising campaigns

£588

£383 Charity rate

All Data held on our mailing lists is compliant with current GDPR regulations.

Event Sponsorship

We have many events throughout the year with available sponsorship opportunities. Please get in touch to see what we can offer.

Social Media

Our Social media channels are continually growing with nearly 50% of our students logging on and getting their updates through social media.

- Send out a message, including artwork and a link to our followers
- Targeted content to ensure to maximum reach for your campaign
- Receive analytical reports measuring your campaigns reach and success

Take a peek at our social media channels now:

Facebook: Search 'Oxford SU'

Twitter: Follow @oxfordstudents

Instagram: Follow @oxfordstudents

Facebook: **£85**

Twitter: **£75**

Instagram: **£50**



Oxford SU Web Banner

www.oxfordsu.org

Our website is a hub of need-to-know information for students. It contains everything from what we do at Oxford SU to our most important events of the year!

- NEW website
- Annual average of 108,400 visitors
- 1.2 million page views

Banner Advert: **£385** p/w

Charity rate: **£285** p/w

Videos

If you have a business in or around Oxford, a video could be a great opportunity for you to highlight what you can offer to the students in a low-cost way. We will organise a time when we can come in to film your business and we'll also edit the footage. The videos will remain on our website and YouTube channels throughout the academic year.

£400 per video

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oxfordsu.org



Drop us a line, we'd love to hear from you



Details correct from February 2019