



Media Pack

2019-20

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 6th October – Saturday 12th October

Michaelmas Term

Sunday 13th October – Saturday 7th December

Hilary Term

Sunday 19th January – Saturday 14th March

Trinity Term

Sunday 26th April – Saturday 20th June

x**23,000**⁺

students

11,728

Undergraduate

10,941

Graduate

108,700

visitors

to the website in 2015-16



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 9th & Thursday 10th October 2019
- 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 entrance and exit signage

£13,200

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	£4,250	£3,400
Standard 6ft x 2ft	£2,590	£2,100
Charity/ University Department Standard 6ft x 2ft	£805	£805

To book a Freshers' Fair stall please contact
rachel.heugh@rockboxadvertising.com

Electricity can be provided.

We are unable to provide Wi-Fi.

Freshers' Fair exhibitors will also receive

25% discount on the following when booked at the same time as their Freshers' Fair stand:

- 1 weeks' banner advertising on 1 section of the Freshers pages of the website
- 1 advert in the The Oxford Student during the first term
- Banners on the Freshers' Fair section of the website.

Website Banner on Freshers' Fair Website

www.oxfordsu.org/freshersfair

- Main source of information for Freshers' Fair 2019
- Booking system for current student societies allowing your brand to be seen by over 300 current student groups
- Biggest website hit between August-October

£300.00 per week

£150.00 Charity rate per week

Premium Stall Holder Listing

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

£60.00 per week

£40.00 Charity rate per week

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: **£225**

1 minute video: **£700**

Freshers Fair Tote Bags

Tote bags are handed out to students entering Freshers' Fair. An opportunity to have your brand or product in the hands of 10,000 students.

Sponsorship (logo on bag) **£1000**

Paper Insert in bags **£275**

Small item in bags **£400**



Freshers' Welcome

Freshers Section of the Website NEW!

We will be taking the information previously available in our Freshers Magazine and will be adding this to our website. The Freshers' section of the website will provide our new students with the information they need to settle into life at Oxford and will be sent via a link in an email which will be sent to all Freshers.

We will also be promoting these pages heavily on our social media channels. A banner on this section is the perfect opportunity to have your brand seen by the students before they arrive.

Banner £1050

Vertical Banner £750

Square Button £450

Square Button Independent Local Rate £150

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: £710

50mm x 50mm advert: £580

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.

Pin Drop £75

Advert on back of map £250

Advert and Pin Drop: £275

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 the OxStu Online

Rates in October issues

Full Page: £1,250

Half Page: £700

Charity Rates

Full Page: £770

Half Page: £470

Rates November onwards

Full Page: £1,080

Half Page: £625

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**



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: £2,850

Inside Front: £2,250

Inside Back: £2,100

Full Page: £1,350

Half Page: £800

Flyer Insert: £1,400

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

£650

£400 Charity rate

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

All Student Emails NEW for Advertisers!

We are now offering the opportunity to be included in our All Student Emails! These include information on what we are getting up to at Oxford SU, tips and advice on different areas of student life and much more.

- Emails are sent out to the full student body here at Oxford University
- Database of 20,000 with an open rate of 25-30%
- Advertisers can include 150 words, an image, link to their website

£675

£425 Charity rate

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: **£90**

Twitter: **£75**

Instagram: **£55**



Digital media

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 **£405** per week

Vertical Banner **£325** per week

Square Button **£210** per week

Square Button Local Rate **£125** per week

Charity Rates

Banner **300** per week

Vertical Banner **240** per week

Square Button **£155** per week

Studentpad NEW!

Studentpad is our online accommodation portal. It's where our students will go when looking for accommodation during their time at Oxford. If your business is relevant to accommodation, moving or the like, then this is a great opportunity for your brand to get noticed at the right time.

oxfordstudentpad.co.uk

Banner **£350** per month

Vertical Banner **£250** per month

Event Sponsorship

Each year Oxford SU run our Springtide festival and the Teaching Awards. If you would like information about sponsoring either event, please do get in touch for more information.

Exclusivity

Please contact us for more information

Oxford SU

4 Worcester Street

Oxford OX1 2BX

01865 288456

business@oxfordsu.ox.ac.uk

oxfordsu.org



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



Details correct from August 2019