



University of Wolverhampton

Students' Union



MEDIA PACK

University of Wolverhampton
Students' Union
2019/20

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The background of the entire page is a grayscale photograph of a crowded student event. In the foreground, a person is holding up a large, hand-drawn cutout of a person's head and shoulders. The image is partially covered by a series of horizontal, semi-transparent colored bars in shades of green, purple, red, and blue, which serve as a backdrop for the white text of the table of contents.

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Introduction

Welcome to the University of Wolverhampton Students' Union; an opportunity for your organisation to reach a diverse demographic of students from across the West Midlands.

This media pack provides you with all the options available to make your direct link to the student market with over 21,000 students to advertise your business to. Our official channels throughout the academic year give your company a great opportunity to communicate directly with the local student market.

We are a registered charity and reinvest our income back into the student experience from supporting our 1,316 society members to hosting our events attended by 11,480 students across the year. Working with us not only provides you with direct access to our students, but also gives your brand the recognition and credibility of working in partnership with the Students' Union.

Our vision and mission

Our Vision

University of Wolverhampton Students' Union Student Experience at its best!

Our Mission

Working with students and stakeholders to ensure the Student Voice is heard and the Student Experience is enhanced, leading to Student Success.

Core aims

To enhance the Student Voice across the University

To maximise the Student Experience for all

To promote & support Student Success

Our Values

Be Fair - By being inclusive and offering opportunities for our all students to grow.

Be Responsible - We understand the impact of our actions and actively seek ways to eliminate negative consequences.

Be Honest - We are there to listen and support, but like a true friend tell students what they need to know and be honest by giving the right information.

Be Respectful - Our approach is to listen, to connect and welcome all individuals into our community.

Be compassionate - We are passionate about our students and we will support them throughout their time at University.

Be ambitious - We are innovative and visionary; we want to push the boundaries of what is possible. We are not afraid to try and we are not afraid to fail.

Key Dates

23/09/19

Welcome Week

Semester 1

30/09/19 - 13/01/20

Semester 2

20/01/20 - 18/05/20

Semester 3

25/05/20 - 10/08/20



Campuses:

City, Walsall, Telford

Social Media

We have an active and engaging social media presence. Send out your brand message to our followers and receive analytical reports measuring your campaign reach and success. A great instant form of advertising with lots of potential.

Check out our social media channels now:



'Wolves Union'

Followers:

OVER 6,000



Twitter @WolvesSU

Followers:

OVER 5,000

Facebook Posts

50 words including direct link to website and social media tag:

£50 + VAT per post

50 words including direct link to website, social media tag and image (w1024 x 512px)

£75 + VAT per post

50 words including direct link to website, social media tag and video

£75 + VAT per post

Twitter

280 characters including link to website

£50 + VAT

280 characters including link to website and image (w1024 x h512 px)

£75 + VAT.

Please note all social media will have #ad included in the post as per committees of advertising practice guidelines

Social Media Packages

We also offer social media packages:

Social Media Howl Package

2 week social media bundle, choice of platforms
4 posts with link to website and image or video (w1024 x 512px)
£250 + VAT

Semester Social Media Package

12 Facebook posts including link to website and image or video (w1024 x 512px)
12 Twitter posts including link to website and image or video (w1024 x 512px)
£1,650 + VAT

Full Year Social Media Package

20 Facebook posts including link to website and image and video (w1024 x 512px)
20 Twitter posts including link to website and image and video (w1024 x 512px)
£3,000 + VAT.

Please note at certain times of the year your request may not be available.

Please note all social media will have #ad included in the post as per committees of advertising practice guidelines

Stall Booking

Located at Walsall and City Campuses our Students' Union social spaces offer you the chance to meet our students face to face. Whether it's distributing samples, collecting data or to increase general brand awareness through an interactive campaign, an on-site presence is essential in providing this.

City Campus

Freshers Fair – 27th September 2019

Freshers Fair Stall

Standard: £350 + VAT

Double Space: £650 + VAT

Electricity: £50 + VAT

Re-freshers Fair – February 2020

Standard Stall in SU Space – During semester

Stall: £100 + VAT

Zap stand display:

Per Week: £80 + VAT

Per Month: £200 + VAT.

Walsall Campus

Freshers Fair – 24th September 2019

Freshers Fair Stall

Standard: £350 + VAT

Double Space: £650 + VAT

Electricity: £50 + VAT

Standard Stall in SU Space– During semester

Stall: £100 + VAT

Zap stand display:

Per Week: £80 + VAT

Per Month: £200 + VAT.

We are also running a Freshers Fair at Telford Campus on 25th September.



Website

wolvesunion.org receives an average of **9,426** of page views per month, with **26,027** visitors in the lead up to and during Freshers' season.

An advertising banner on our sector-leading website is the perfect visual online opportunity for your business which provides a stylish yet bold statement in a highly visible area.

Can you really afford to ignore a medium which gives your company so much exposure?

Website Premium Adverts

150 x 550px png or gif up to 4 frames.

Main focus on website, ability to add news articles and information. Direct link to company website/ booking page

1 month - £350 + VAT

1 semester - £600 + VAT

Full year - £850 + VAT

Advertising screens & posters

Have permanent physical presence on campus with our print and display options!

City

Red Bus Screens

Available for local businesses only
Promotion displayed on all three screens
One ten second advertisement on rotation
(image or video)
£80 + VAT per week.

Posters

Displayed in a permanent and secure
poster board across the Students' Union
A0 Poster Board (SU Corridor)
1 x A0 Poster Board
£30 + VAT per week
Printing option: £25 + VAT.

Across Campuses

Sub TV Screens

Available for local businesses only
and displayed on all three screens
One advertisement on rotation (image only)
£80 + VAT per week
£300 + VAT per semester.

Walsall

Posters

Displayed in a permanent and secure
poster board inside the Students' Union
building

1 x A0 Poster Board
£30 + VAT per week
Printing option: £25 + VAT.

Table Branding

Displayed on a minimum of five tables
£150 per month
£280 per semester.



Sponsorship opportunities available.

There are opportunities to sponsor a variety of Student Union Events such as our Student Union Awards and our annual Fresher's Fair.





Get in touch

Please email:

**sales.wolvesunion@wlv.ac.uk for current
availability on all services.**

www.wolvesunion.org