



MILLENNIUM CITY BUILDING

STARBUCKS COFFEE



# Media Pack

University of Wolverhampton  
Students' Union  
2021-2022

# Introduction

**Welcome to Wolves 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 a direct link to the student market with over **25,000 students** to advertise your business to.

Throughout the academic year, our official channels 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 **1,016 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.



# Reasons to get involved...



**25,344**  
**Students**



**5,500**  
**New**  
**Students**



**50+**  
**Student**  
**Societies**



**533,550**  
**Website Views**  
**2019-2020**



**6,665**  
**Facebook**  
**Likes**



**5,876**  
**Twitter**  
**Followers**



**1,507**  
**Instagram**  
**Followers**



**66,135**  
**Website Views in**  
**September 2020**

# Campuses



## City

Wulfruna Street  
Wolverhampton  
WV1 1LY



## Walsall

Gorway Road  
Walsall  
WS1 3BE



## Telford

Priorslee  
Telford  
TF2 9NN

# 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.

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



## Facebook

50 word post including direct link to website and social media tag:

**£50 + VAT per post**

50 word post including direct link to website, social media tag and image (w1024x512px):

**£75 + VAT per post**

50 word post including direct link to website, social media tag, and video:

**£50 + VAT per post**



## Twitter

280 characters including link to website:

**£50 + VAT per tweet**

280 characters including link to website and image.

(w1024 x h512 px):

**£75 + VAT per tweet**



## Instagram

Story image (W1080xH1920) including link to website in bio

**£50 + VAT**

Story video (15 seconds long) including link to website in bio

**£75 + VAT**

# 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)

• **£1650 + 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)

• **£3000 + VAT**

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

All social media will have "#ad" included in the post as per committees of advertising practice guidelines.



# Website

**WolvesUnion.org** receives an average of **533,550** total website visitors, with **4577** page views per month and **8270** visitors in the lead up to, and during the 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**

# STUDENT EXPERIENCE AT ITS BEST!



# Advertising Screens & Posters

Have a 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

Your A0 poster\* displayed in a Permanent and secure poster board within the Students' Union corridor

A0 Poster Board

**£30 + VAT per week**

\*Poster artwork to be supplied by your company

## Across Campuses

### Sub TV Screens

Available for local businesses only.

Promotion displayed on all three screens.

One advertisement on rotation (image only)

- **£80 + VAT per week**
- **£300 + VAT per semester**

## Walsall

### Posters

Your A0 poster\* displayed in a

Permanent and secure poster board outside the Students' Union building

A0 Poster Board

**£30 + VAT per week**

### Table Branding

Displayed on a minimum of five tables

**£150 + VAT per week**

**£280 + VAT per semester**



# Welcome 2021

**Thank you to all customers who joined us in September 2021!**

If you would like to be part of our Welcome in September 2022, please get in touch.



# Sponsorship & Partnership opportunities

Sponsorship provides an excellent platform to promote your brand to the student market. Get your brand across different event publicity with the option to have a presence at the event.

**We have a number of events throughout the year, including:**

- Freshers
- Elections
- Society Events
- SU Awards
- Black History Month
- LGBT+ History Month

The best results are always achieved in partnership. We can work with you through the year to create a bespoke package that works for your unique requirements.



# Get in Touch

Our vision is that together we can create a fun and memorable experience to our students through media and advertising.

We welcome innovative ideas of introducing your brand to our students. If you haven't found what you were looking for in this pack please get in touch to discuss tailor made packages.

To find out more please email:  
**[sales.wolvesunion@wlv.ac.uk](mailto:sales.wolvesunion@wlv.ac.uk)**

