



# MEDIA PACK 2017-2018



INCLUDING FRESHERS' WEEK 2017 - 11-15 SEPTEMBER



## ABOUT

This is your guide to officially endorsed advertising and sponsorship opportunities with Glasgow University Students' Representative Council, reaching over 27,000 students at the University of Glasgow and thousands more throughout the city and beyond.

Student spend is worth close to £80 billion in the UK and equates to around 1.5% of Scottish GDP. The University of Glasgow is one of Europe's oldest and largest Universities, based in the affluent West End of Glasgow; its students form an integral part of this cosmopolitan community. GUSRC serves as a trusted advertising portal to this student community ensuring maximum targeted exposure. Advertising with GUSRC makes sense: in 2016 over 75 companies advertised with us; from insurance agencies to pizzerias, from nightclubs to graduate recruiters.

## CONTACT

For all advertising enquiries, please contact our Marketing & Events Coordinator

### MARKETING & FRESHERS' WEEK 2017 ENQUIRIES

Marketing & Events Coordinator  
Glasgow University SRC  
John McIntyre Building  
University Avenue  
Glasgow  
G12 8QQ  
t: 0141 330 5360 / 4200  
f: 0141 846 0007  
e: [marketing@src.gla.ac.uk](mailto:marketing@src.gla.ac.uk)



# FRESHERS' WEEK 11-15 SEPT 2017

## ADVERTISING & SPONSORSHIP OPPORTUNITIES



## FRESHERS' FAIR

12-13 SEPTEMBER 2017

A two day event with a carnival atmosphere, designed to introduce students to the essential aspects of University life over the next four years, including your organisation.

Freshers' Fair is the biggest event of the week, with a wide range of clubs and societies, businesses and organisations providing information, informal chats, and freebies to students over two days. Last year's fair saw a footfall of 17,000 and this number is set to increase, as it has every year. Set in the majestic University grounds and Gilmorehill Building, the atmosphere at the fair is consistently vibrant and exciting. This is a unique opportunity to speak to a willing audience of students and will spend a significant amount of time at the fair.

There are a range of options available for organisations wishing a stall. Historically this has proven to be an extremely popular method for increasing one's profile with students and space is limited, so booking early is a must. Please ask about our 'Featured Stalls' offer which utilises GUSRC's vast social media presence to promote individual stalls attending the fair.

Premium stalls are double width, include electricity and are placed at the forefront of the hall.

Pitch Size: 1.8m x 1.2m

Provided: 2 tables, 2 chairs, backboards

Booking deadline: Friday 25 August 2017

Reference Code	No. of days	Details of stall	Cost
FWF001	1	Regular	£850
FWF002	2	Regular	£1295
FWF004	2	Premium	£2995



## THE GUIDE

Students will keep this essential, 150 page guide to University life and the city with them throughout their time at Glasgow.

The Guide is exactly what the title suggests: an indispensable guide to the University, Glasgow, and student life. The book is handed directly to all first year students, and will stay with them as a point of reference for the 4 years they are at University. From information about the different activities available on campus, to tips about going out in the city, to how to effectively manage the responsibilities of finding a flat or getting a job: it's all included. Freshers will read The Guide from cover to cover at least once, and dip in and out of it throughout the next 4 years for essential information.

There are opportunities for your advert to be placed in the most relevant section of the book for maximum impact.

**View last year's Guide online at [www.glasgowstudent.net/about/publications/the-guide](http://www.glasgowstudent.net/about/publications/the-guide)**

Copies: 8,000

Readership: 15,000

Size: A5 (148x210mm)

Artwork and booking deadline: Friday 28 July 2017

Reference Code	Advert Position	Dimensions	Cost
GUI001	Inside front/ Inside back cover	148x210mm	£995
GUI002	Full inside page	148x210mm	£695
GUI003	Half inside page	148x105mm	£395

## GOODIE BAGS

These packs, given directly to every first year student, create a real buzz on campus. Include your flyers or products.

All new students receive a bag full of vital information and goodies at the start of the week. It contains advice and information for enjoying both Freshers' Week – including a Freshers' Week events guide, student union handbooks, and University survival guides – plus various products students can enjoy. There are opportunities to include both flyers and/or products within these packs.

**A6 or A5 flyers inserted into 5000 bags: £795**

**Promotional products in 5000 packs: £495**

**Printed Design on 5000 bags (30cm x 30cm): £995**

Product delivery deadline: Monday 4 September 2017

Artwork and booking deadline for bag printing: Friday 28 July 2017



## FRESHERS' HELPER CREW TSHIRTS

Add your logo and message to the coolest accessory throughout the week: the in-demand Freshers' Helper Tshirt.

These highly visible, specially designed tshirts are worn by all Freshers' Helpers throughout the week. Helpers are the life and soul of Freshers' Week: helping students to move in, showing them around campus, and ensuring everyone is having one of the best weeks of their lives. All helpers are chosen for their friendliness and charisma. What better way to advertise your product than with this group who will be in demand all week long?

**Logo on sleeve or back of 250 tshirts: £495**

Artwork and booking deadline: Friday 25 August 2017

## EXTRAS

### PURCHASE ACKNOWLEDGEMENT EMAIL TO STUDENTS

Students are required to print these emails and bring with them to University: a guarantee that they will pay attention to their contents.

Emails are delivered to the registered email addresses of up to 5000 students to confirm they have purchased and pre-registered for a Freshers Pass several weeks prior to Freshers' Week; certainly something students will be waiting for and excited to receive. The printed email must be brought to University for students to register for the week's activities and will be in the forefront of Freshers' minds during summer.

One advert will be placed on the full back of the card. An exclusive advertising deal available to one company only. Alternatively your flyers can be included in the mailout. Subject to availability.

**Advert on 5000 emails: £695**

Artwork and booking deadline: Friday 28 July 2017

### FRESHERS' PASS

The essential document during Freshers' Week, students will carry their pass with them to every event throughout the week.

This laminated pocket-size pass will be used by students to get into all evening events throughout Freshers' Week. Last year saw record-breaking sales of passes, and each year the number of passes sold increases. As such, this is a great opportunity to etch your product and company, on the minds of students wanting to fully experience Glasgow.

**Advert on 5000 Freshers' Passes (A7): £495**

Artwork and booking deadline: Friday 18 August 2017



# ONSITE & STUDENT MEDIA

## ADVERTISING & SPONSORSHIP OPPORTUNITIES



## GLASGOW GUARDIAN NEWSPAPER

[www.glasgowguardian.co.uk](http://www.glasgowguardian.co.uk)

This multi-award winning student newspaper has a readership of over 20,000 and is distributed throughout University and the west end of Glasgow.

Having won a plethora of awards at the Herald Student Media Awards and Guardian Student Media Awards in recent years, Guardian's reputation precedes it. The newspaper – as well as a news section which often features stories picked up by national press – contains features, lifestyle, arts and sports sections: there's something for everyone to enjoy. Loyalty and continued interest in the paper has developed in students studying at both the University and School of Art.

Each new issue flies off the shelves every three weeks around the University of Glasgow campus, halls of residence, Glasgow School of Art, and student hotspots in the west end. The first edition released shortly after Freshers' Week is set to be 'sold out' even quicker as first year students use the publication to find out more about current issues surrounding student life at Glasgow.

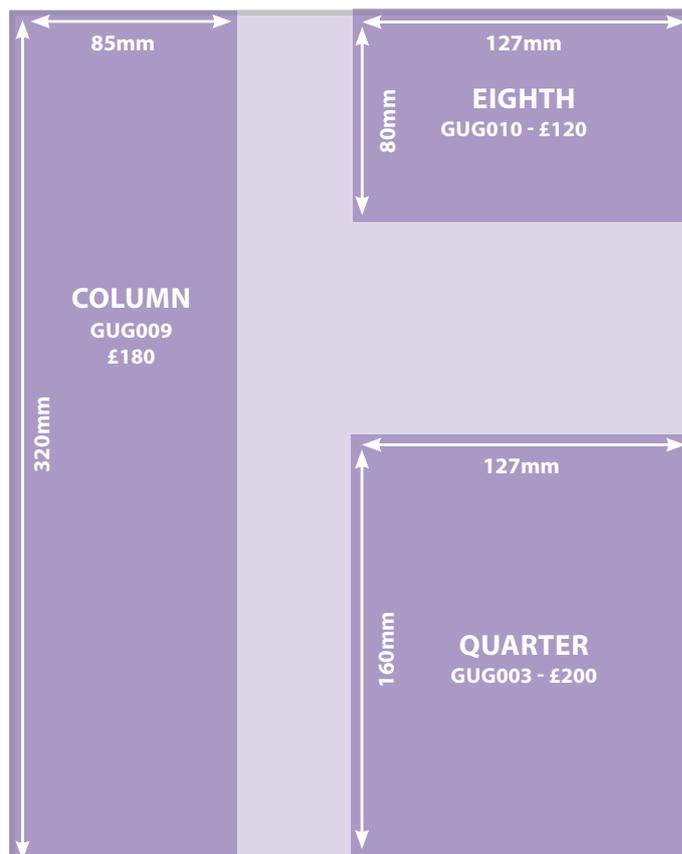
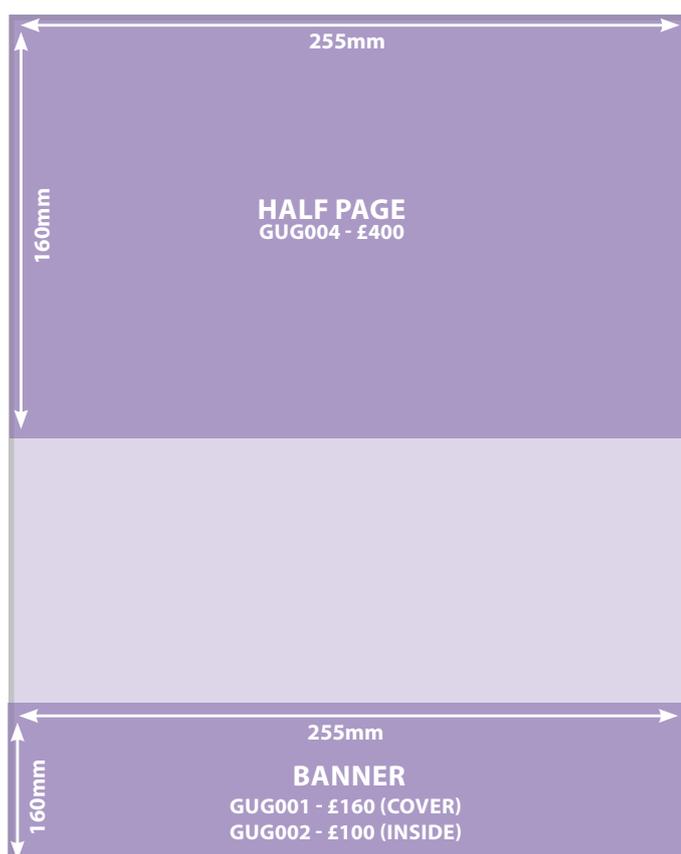
Artwork and booking deadline (for issue 1): Monday 4 September 2017

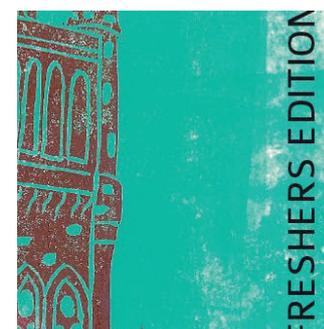
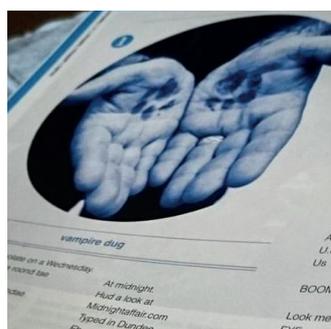
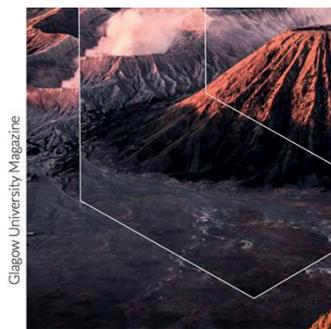
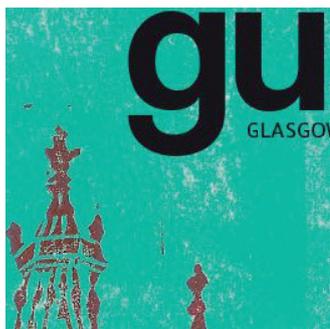




Reference Code	Advert Position	Dimensions	Cost
GUG001	Front Page Banner	60 x 255mm	£175
GUG002	Inside Banner	60 x 255mm	£95
GUG003	Quarter Page	127 x 160mm	£195
GUG004	Half Page	160 x 255mm	£395
GUG005	Full Page	320 x 255mm	£745
GUG006	Back Cover	320 x 255mm	£845
GUG007	Wrap Around	320 x 255mm (x2)	£1995
GUG008	Flyer Inserts	A5/A6	£165
GUG009	Column	320 x 85mm	£185
GUG010	Eighth Page	80 x 127mm	£125

- Artwork should be supplied as flattened .pdf files in CMYK.
- Minimum resolution: 300dpi.
- All artwork should be emailed to editors@glasgowguardian.co.uk upon completion of contract terms.
- Please clearly indicate the agreed issue date in the subject of your email.
- Deadline for artwork is three days prior to publication print date.





# GLASGOW UNIVERSITY MAGAZINE

[www.gum.glasgowstudent.net](http://www.gum.glasgowstudent.net)

[editors@glasgowuniversitymagazine.co.uk](mailto:editors@glasgowuniversitymagazine.co.uk)

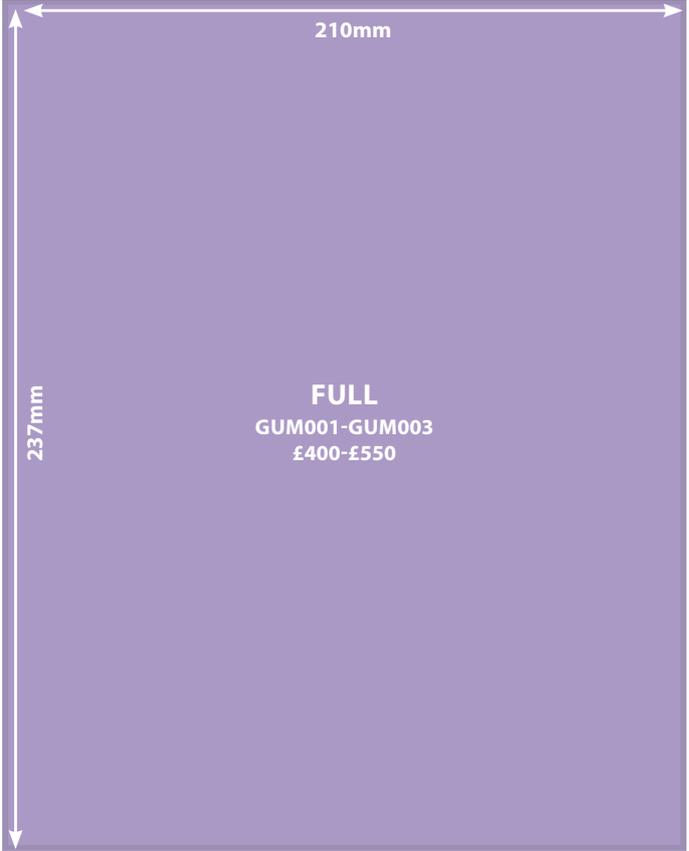
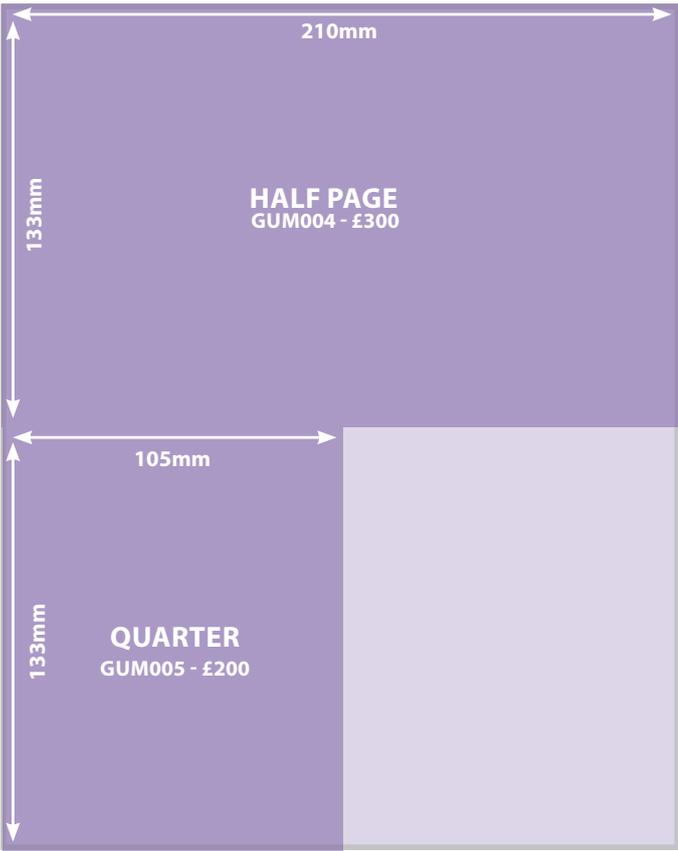
This multi-award winning student magazine is distributed throughout the University and West End and will fly off the shelves in the first week of term.

Awarded 'Best Magazine' by the Herald Student Media Awards in recent years GUM is a stylish, chic and cutting-edge magazine. It focuses on a range of topics, from fashion to politics to art. Its reputation for high-quality design and finishes mean that it's sought after and talked about across campus and throughout the city. It has developed a following of artists, creatives, and students alike over the past few years. The estimated readership is 15,000 and copies are always in demand.

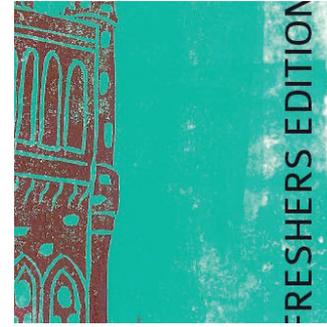
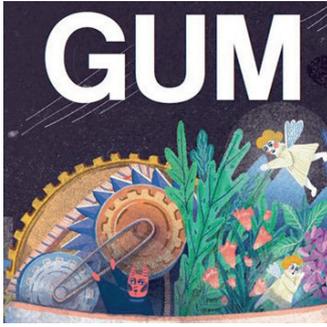
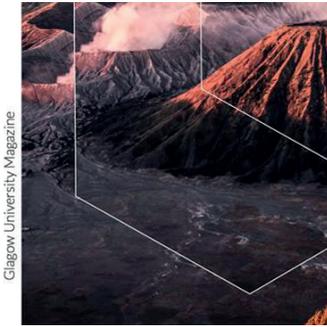
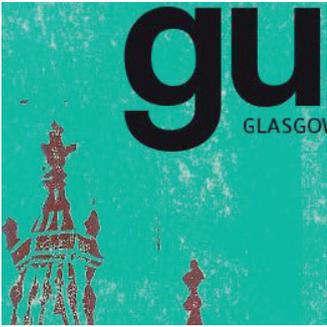
3000 copies of each issue are published quarterly - the first during Freshers' Week - and distributed throughout Glasgow, in venues popular with the 18-24 age-range, including bars, cafes and clubs.

Artwork and booking deadline (for issue 1): Monday 4 September 2017

Reference Code	Advert Position	Dimensions	Cost
GUM001	Back cover	210x267mm	£595
GUM002	Inside front/back cover	210x267mm	£495
GUM003	Full inside page	210x267mm	£395
GUM004	Half inside page	210x133mm	£295
GUM1001	Quarter inside page	105x133mm	£195



- Artwork should be supplied as flattened .pdf files in CMYK.
- Minimum resolution: 300dpi.
- All artwork should be emailed to [editors@glasgowuniversitymagazine.co.uk](mailto:editors@glasgowuniversitymagazine.co.uk) upon completion of contract terms.
- Please clearly indicate the agreed issue date in the subject of your email.
- Deadline for artwork is three days prior to publication print date.





## GLASGOW UNIVERSITY STUDENT TELEVISION

**[www.gust.tv](http://www.gust.tv)**

Glasgow University Student Television is the UK's first student TV station. For over forty-five years, GUST has produced brand new programming every week, which can be viewed online, on your iPod, and at various locations around campus.

With its studio facilities, fully equipped editing suites and a plethora of filming equipment, it produces high-quality and professional output, and it offers opportunities in presenting, writing, directing, acting, effects and design and more.

Former GUST members include broadcaster Andrew Neil and Doctor Who showrunner Steven Moffat.

### PROGRAMMES

Every week, GUST News provides coverage of the week's events, with a particular focus on campus-based issues, including its investigative reports, which in recent years have covered subjects such as personal safety alarms, alcohol use amongst students, and security in halls of residence.

### NEWS

National news is also analysed from a student's perspective, with in-studio discussions and interviews with the key players.

### SPORT

GUST Sport's focus is entirely on the University's teams, with results from all the main matches and selected highlights.

### ARTS & EVENTS

G-Spot, GUST's arts and events guide, looks at what's going on in and around Glasgow, both on campus and beyond, and is presented from a featured location each week.

### MUSIC

GUST's music programming will continue to feature live performances and interviews with both unsigned and well-known artists. In addition, live events are held throughout the year.



## PACKAGES

### PROGRAMME SPONSORSHIP

10 second video before and after the programme  
£150 per episode (screen, podcast and website)

### ADVERTISEMENTS

30 second advertisements, Per Week  
Package 1 (4 screenings per day) £95 per week  
Package 2 (8 screenings per day) £175 per week  
Package 3 (12 screenings per day) £275 per week  
Package 4 (24 screenings per day) £495 per week

### ADVERTISEMENT PRODUCTION

Production of 30 second advertisements  
£150 (one day's filming + edit)

### STILL ADVERTISEMENTS

Package 1 (4 screenings per day) £45 per week  
Package 2 (8 screenings per day) £95 per week  
Package 3 (12 screenings per day) £125 per week  
Package 4 (24 screenings per day) £245 per week



## SUBCITY RADIO STATION

[www.subcity.org](http://www.subcity.org)

Subcity Radio is a leading name in the Glasgow music scene, with a loyal and thriving fan-base spread throughout the city that enjoys Subcity's traditions of high quality broadcasting and fantastic events. With around 24,000 hits to the Subcity.org website per month, the Subcity brand has become a byword for cutting-edge music.

Subcity Radio broadcasts online throughout the academic year and also on FM at certain intervals. During 2015/16, the station had over 120 shows presented by a wide range of DJs, all with their own unique musical tastes.

Subcity Radio has an impressive reputation throughout the city, attracting online listeners from student, young professional, and trendy Glaswegian backgrounds. They continue to build their image through various sell-out clubnights in some of the city's top venues and their 24-hours a day content is archived in a 'listen again' feature to allow extended listening for anyone who's missed their favourite show.

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

On-air advertising (30 seconds duration), prices are per week.

**Package 1** (4 a day) £95

**Package 2** (8 a day) £175

**Package 3** (12 a day) £245

**Package 4** (24 a day) £445

Alternative lengths: 60s +60%, 50s +40%, 40s +20%, 20s -10% and 10s -20%

### SPONSOR AN EVENT (£120)

Event sponsorship involves having your brand associated with the event anytime it is mentioned on air and on posters and flyer. Your brand logo will appear on the flyer and poster alongside the event name. This is not exclusive and you may appear alongside other brands, unless you require sole sponsorship, which can be negotiated.

### POSTERS AND FLYERS PACKS (£80)

Over the course of the year, the station produces several posters and flyers for general recognition of the station. While not highlighting a specific event, it does allow your brand to be beside the highly regarded Subcity brand.

## SPONSOR BROADCAST (£95)

Get your logo on all the printed PR material for the broadcast: 5,000 A5 schedules; 500 A2 posters.

## SPONSOR A FLAGSHIP SHOW

“You’re listening to the Subcity live sessions in association with [your brand]”, logo beside show on schedule (5,000 distributed city wide), personal rapport between you and the presenter. Prices vary. Info and prices on our flagship shows available on request.

## PACKAGES

### STANDARD PACKAGE (£495)

The Standard Package includes a wide variety of options together in one

- Logo on all print material
- 30 second on-air advert played 55 times at peak hours (spread over a week)
- VIP passes to all events

### PREMIUM PACKAGE (£1,995)

Become our primary sponsor with a premium package, which includes:

- “Subcity in association with [your brand]...” on all printed material
- Audio plugs every hour throughout entire broadcast
- VIP passes to all events
- Opportunities for promotion at all events.

Many other package options available. Contact us for more details.

All rates are negotiable.



# ONSITE ADVERTISING

[www.glasgowstudent.net](http://www.glasgowstudent.net)  
[marketing@src.gla.ac.uk](mailto:marketing@src.gla.ac.uk)

GUSRC offers a variety of options for advertising on campus throughout the academic year to tie in with your business' seasonal promotional campaigns.

## CAMPUS PROMOTIONAL STALL

Promotional stalls on University campus have historically been a very effective way of capturing the attention of Glasgow University students. With the flexibility to set up your brand on campus any time of the year, promotional stalls can be used to promote seasonal campaigns and stand out within a captive audience environment.

Reference Code	Stall Location	Included	Cost
ONS001	Outdoor	Three staff	£300
ONS002	Indoor	Four staff, power, wifi	£400
ONS003	Campus Wide	Six staff, power, wifi, large pitch	£650

Please note that these prices are only valid from October 2017 onwards. Additional staff members for stalls can be requested for any package, subject to approval of Marketing Coordinator.

## WELCOME POINT INFORMATION SCREENS

Your artwork and brand message can be featured on our 50 inch plasma screens within one of the busiest places in the entirety of the University: GUSRC's shared reception space with the University Welcome Point. The Welcome Point functions as a hub for all students - who will use this space to resolve enquiries and keep up with current events on campus - but also welcomes all staff and visitors of the University. Artwork will be displayed on rotation with information messages for students, with up to 10,000 impressions per day. We have a further two screens on campus in the McIntyre Building. Please contact us to discuss options.

Reference Code	Screen Size	Duration	Cost
ONS004	1920x1080 pixels	1 week	£100
ONS005	1920x1080 pixels	4 weeks	£300
ONS006	1920x1080 pixels	12 weeks	£650





## GLASGOWSTUDENT.NET WEBSITE BANNER

A 250 pixel square banner on GUSRC's website, visited by approximate 16,000 unique visitors each month.

Reference Code	Advert Size	Duration	Cost
ONS007	250x250 pixels	1 week	£100
ONS008	250x250 pixels	4 weeks	£300
ONS009	250x250 pixels	12 weeks	£650

## WELCOME POINT POSTERS

Poster space in the Glasgow University Welcome Point & GUSRC building for up to 8 x A2 posters.  
£20 per poster per week (subject to minimum spend of £200) or £650 for eight posters per 12 weeks.

## REFRESHERS FAIR

GUSRC's Refreshers Fair, which takes place in January, is now in its fourth year and going from strength to strength. Last year, over seventy stall holders participated, from clubs and societies to banks and pizzerias. The Fair helps to welcome back returning students after the Christmas holidays, and also serves as a focal point for our growing number of January starters, who include international postgraduates and erasmus students.

For January 2018, we are delighted to be offering a 40% reduction to any stallholder who also booked a place at our 2017 Freshers' Fair. Like September, space is limited, so early booking is advised.

Reference Code	Stall Location	Category	Cost
RF001	Indoor	Standard	£295
RF002	Indoor	Premium	£445

## ADDITIONAL OFFERS

We also have some limited availability for table vinyls, floor vinyls, adverticals, and other forms of ambient media. We cannot guarantee availability or specify quantities far in advance, but we would be happy to discuss options and prices should you wish to contact our Marketing Coordinator.



# GUSRC ADVERTISING OPPORTUNITIES 2017-2018

## BOOKING FORM

\*required

Company name (& agency)\*:

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Address to be invoiced\*:

---

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Telephone\*:

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Email\*:

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Contact name\*:

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Job title:

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Signature\*:

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Details of booking\*:

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Price\*:

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Accounts contact [\*if different]:

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Accounts email [\*if different]:

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Accounts tel [\*if different]:

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VAT reg #\*:

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Company reg #\*:

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Purchase order #:

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Please return by fax, post or scanned email attachment to:

Tel: 0141 330 5360 / 4200

Tel: 07557 983157

Fax: 0141 846 0007

Email: [marketing@src.gla.ac.uk](mailto:marketing@src.gla.ac.uk)

Glasgow University SRC

McIntyre Building

University Avenue

Glasgow

G12 8QQ

FOR OFFICE USE

Auth:

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Date:

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All artwork to be supplied in .pdf, .eps or .jpg format with 5mm bleeds.