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 £80billion in the UK and equates to around 1.5% of Scottish GDP. The University of Glasgow is one the Europe’s oldest and largest University, 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
FRESHERS’ WEEK
11-15 SEPT 2017

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

<table>
<thead>
<tr>
<th>Reference Code</th>
<th>No. of days</th>
<th>Details of stall</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>FWF001</td>
<td>1</td>
<td>Regular</td>
<td>£850</td>
</tr>
<tr>
<td>FWF002</td>
<td>2</td>
<td>Regular</td>
<td>£1295</td>
</tr>
<tr>
<td>FWF004</td>
<td>2</td>
<td>Premium</td>
<td>£2995</td>
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</table>
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

<table>
<thead>
<tr>
<th>Reference Code</th>
<th>Advert Position</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>GUI001</td>
<td>Inside front/ Inside back cover</td>
<td>148x210mm</td>
<td>£995</td>
</tr>
<tr>
<td>GUI002</td>
<td>Full inside page</td>
<td>148x210mm</td>
<td>£695</td>
</tr>
<tr>
<td>GUI003</td>
<td>Half inside page</td>
<td>148x105mm</td>
<td>£395</td>
</tr>
</tbody>
</table>

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

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
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.

**FRESHERS’ PASS**

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

Advert on 5000 Freshers’ Passes (A7): £495

Artwork and booking deadline: Friday 18 August 2017

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**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

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**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

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**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

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
### Artwork Specifications

- 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.

### Advert Positions, Dimensions, and Costs

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

**HALF PAGE**

- Reference Code: GUG004
- Dimensions: 60 x 255mm
- Cost: £400

**BANNER**

- Reference Codes: GUG001, GUG002
- Dimensions:
  - GUG001: 160 x 255mm, £160 (COVER)
  - GUG002: 160 x 255mm, £100 (INSIDE)

**COLUMN**

- Reference Code: GUG009
- Dimensions: 320 x 85mm
- Cost: £180

**EIGHTH PAGE**

- Reference Code: GUG010
- Dimensions: 80 x 127mm
- Cost: £120

**QUARTER PAGE**

- Reference Code: GUG003
- Dimensions: 127 x 160mm
- Cost: £200
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
- Artwork should be supplied as flattened .pdf files in CMYK.
- Minimum resolution: 300dpi.
- All artwork should be emailed to 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

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 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.**

<table>
<thead>
<tr>
<th>Package</th>
<th>(x a day)</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package 1</td>
<td>(4 a day)</td>
<td>£95</td>
</tr>
<tr>
<td>Package 2</td>
<td>(8 a day)</td>
<td>£175</td>
</tr>
<tr>
<td>Package 3</td>
<td>(12 a day)</td>
<td>£245</td>
</tr>
<tr>
<td>Package 4</td>
<td>(24 a day)</td>
<td>£445</td>
</tr>
</tbody>
</table>

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.
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.

<table>
<thead>
<tr>
<th>Reference Code</th>
<th>Stall Location</th>
<th>Included</th>
<th>Cost</th>
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<tbody>
<tr>
<td>ONS001</td>
<td>Outdoor</td>
<td>Three staff</td>
<td>£300</td>
</tr>
<tr>
<td>ONS002</td>
<td>Indoor</td>
<td>Four staff, power, wifi</td>
<td>£400</td>
</tr>
<tr>
<td>ONS003</td>
<td>Campus Wide</td>
<td>Six staff, power, wifi, large pitch</td>
<td>£650</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Reference Code</th>
<th>Screen Size</th>
<th>Duration</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>ONS004</td>
<td>1920x1080 pixels</td>
<td>1 week</td>
<td>£100</td>
</tr>
<tr>
<td>ONS005</td>
<td>1920x1080 pixels</td>
<td>4 weeks</td>
<td>£300</td>
</tr>
<tr>
<td>ONS006</td>
<td>1920x1080 pixels</td>
<td>12 weeks</td>
<td>£650</td>
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</tbody>
</table>
GERALD STUDENT.NET WEBSITE BANNER
A 250 pixel square banner on GUSRC’s website, visited by approximate 16,000 unique visitors each month.

<table>
<thead>
<tr>
<th>Reference Code</th>
<th>Advert Size</th>
<th>Duration</th>
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<tbody>
<tr>
<td>ONS007</td>
<td>250x250 pixels</td>
<td>1 week</td>
<td>£100</td>
</tr>
<tr>
<td>ONS008</td>
<td>250x250 pixels</td>
<td>4 weeks</td>
<td>£300</td>
</tr>
<tr>
<td>ONS009</td>
<td>250x250 pixels</td>
<td>12 weeks</td>
<td>£650</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Reference Code</th>
<th>Stall Location</th>
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<tbody>
<tr>
<td>RF001</td>
<td>Indoor</td>
<td>Standard</td>
<td>£295</td>
</tr>
<tr>
<td>RF002</td>
<td>Indoor</td>
<td>Premium</td>
<td>£445</td>
</tr>
</tbody>
</table>

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

Company name (& agency)*:

Address to be invoiced*

Telephone*

Email*

Contact name*

Job title:

Signature*

Details of booking*:

Price*:

Accounts contact [*if different]:

Accounts email [*if different]:

Accounts tel [*if different]:

VAT reg #:*

Company reg #:*

Purchase order #:

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

FOR OFFICE USE

Auth:

Date:

Glasgow University SRC
McIntyre Building
University Avenue
Glasgow
G12 8QQ

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