MEDIA PACK 2019/20

INCLUDES FRESHERS' WEEK 2019 - SEPTEMBER 16-20
ABOUT

This is your guide to officially endorsed advertising and sponsorship opportunities with Glasgow University Students’ Representative Council, reaching over 28,000 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 2018 over 100 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

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
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 clubs and societies, businesses and organisations providing information, chat, and freebies to students over two days. Last year’s fair saw footfall of 17,000 and this number is set to increase. Set in the majestic University grounds and Sir Gilbert Scott building on Gilmorehill campus, the atmosphere at the fair is consistently vibrant. This is a unique opportunity to speak to a willing audience of students and will spend a significant amount of time at the fair.

A range of options are 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 we advise booking early. 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 23rd August 2019

---

**FRESHERS’ HELPER CREW T-SHIRTS**

Add your logo and message to the must-have apparel throughout the week: the in-demand Freshers’ Helper T-Shirt.

These highly visible, specially designed t-shirts 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 23rd August 2019
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 indispensible 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

Copies: 8,000
Readership: 15,000
Size: A5 (148x210mm)

Artwork and booking deadline: Friday 26th July 2019

<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</td>
<td>148 x 210mm</td>
<td>£1095</td>
</tr>
<tr>
<td>GUI002</td>
<td>FULL INSIDE PAGE</td>
<td>148 x 210mm</td>
<td>£745</td>
</tr>
<tr>
<td>GUI003</td>
<td>HALF INSIDE PAGE</td>
<td>148 x 105mm</td>
<td>£495</td>
</tr>
</tbody>
</table>

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: £895
Promotional products in 5000 bags: £595
Printed Design on 5000 bags (300mm x 300mm): £995

Product delivery deadline: Friday 30th August 2019
Artwork and booking deadline for bag printing: Friday 19th July 2019
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): Friday 30th August 2019
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

<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</td>
<td>£845</td>
</tr>
<tr>
<td>GUG007</td>
<td>WRAP AROUND</td>
<td>320 x 255mm (x2)</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>
</tbody>
</table>

- 255mm
- 127mm
- 127mm
- A5/A6
- £175
- £195
- £395
- £745
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. Now celebrating it’s 130th year of publication, 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, cafés and clubs.

Artwork and booking deadline (for issue 1): Friday 30th August 2019
• 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 was the UK’s first student TV station. For over fifty years, GUST has produced brand new programming every week, which can be viewed online, on your iPod, and at various locations around campus and have been highly commended for their work by the National Student Television Awards.

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 former 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 wellknown artists. In addition, live events are held throughout the year.

PACKAGES

PROGRAMME SPONSORSHIP

10 second video before and after the programme
£200 per episode (screen, podcast and website)

ADVERTISEMENT PRODUCTION

Production of 30 second advertisements
£200 (one day’s filming + edit)
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. In 2018/19, 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

Media Partnerships for outdoor broadcasts.

Prices start from £1000 including:

- Outdoor broadcast
- DJ’s
- Original artwork for PR purposes
- Technical support
- A page on Subcity.org website

Please contact manager@subcity.org to discuss bespoke partner packages.
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>ADVERT POSITION</th>
<th>DIMENSIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONS001</td>
<td>OUTDOOR</td>
<td>THREE STAFF</td>
<td>£400</td>
</tr>
<tr>
<td>ONS002</td>
<td>INDOOR</td>
<td>FOUR STAFF, POWER, WIFI</td>
<td>£500</td>
</tr>
<tr>
<td>ONS003</td>
<td>CAMPUS WIDE</td>
<td>SIX STAFF, POWER, WIFI, LARGE PITCH</td>
<td>£795</td>
</tr>
</tbody>
</table>

Please note that these prices are only valid from October 2019 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>
</tr>
</thead>
<tbody>
<tr>
<td>ONS004</td>
<td>1920 X 1080 PIXELS</td>
<td>1 WEEK</td>
<td>£125</td>
</tr>
<tr>
<td>ONS005</td>
<td>1920 X 1080 PIXELS</td>
<td>4 WEEKS</td>
<td>£400</td>
</tr>
<tr>
<td>ONS006</td>
<td>1920 X 1080 PIXELS</td>
<td>12 WEEKS</td>
<td>£850</td>
</tr>
</tbody>
</table>
GLASGOWSTUDENT.NET WEBSITE BANNER
A 250 pixel square banner on GUSRC’s website, visited by approximately 25,000 unique visitors each month.

<table>
<thead>
<tr>
<th>REFERENCE CODE</th>
<th>SCREEN SIZE</th>
<th>DURATION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONS007</td>
<td>250 X 250 PIXELS</td>
<td>1 WEEK</td>
<td>£150</td>
</tr>
<tr>
<td>ONS008</td>
<td>250 X 250 PIXELS</td>
<td>4 WEEKS</td>
<td>£400</td>
</tr>
<tr>
<td>ONS009</td>
<td>250 X 250 PIXELS</td>
<td>12 WEEKS</td>
<td>£900</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA
The SRC has various social media platforms that continue to see growing engagement with students at the University of Glasgow. With over 10,000 likes on Facebook, 5,500 followers on Twitter and 1,200 follows on our recently launched Instagram you’ll be able to reach a large audience. Options, packages and prices for Social Media are bespoke and should be discussed with our Marketing and Events Coordinator.

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. We can arrange for campus wide poster display for some products. This should be discussed with our Marketing & Events Coordinator.

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 2020, we are delighted to be offering a 40% reduction to any stallholder who also booked a place at our 2019. Freshers’ Fair. Like September, space is limited, so early booking is advised.

<table>
<thead>
<tr>
<th>REFERENCE CODE</th>
<th>NO. OF DAYS</th>
<th>REFERENCE CODE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>RF001</td>
<td>1</td>
<td>REGULAR</td>
<td>£395</td>
</tr>
<tr>
<td>RF002</td>
<td>1</td>
<td>PREMIUM</td>
<td>£545</td>
</tr>
</tbody>
</table>

ADDITIONAL OFFERS
We would be happy to discuss options and prices should you wish to contact our Marketing & Events Coordinator.
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 telephone [*if different]:

________________________________________________________________________

VAT reg #:*

________________________________________________________________________

Company reg #:*

________________________________________________________________________

Purchase order #:

________________________________________________________________________

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

Tel: 0141 330 5360 / 4200
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 at 300dpi minimum in .pdf, .eps or .jpg format with 5mm bleeds.