



University of Glasgow Students' Representative Council Media Pack 2020-21

INCLUDES FRESHERS' WEEK 2020 | SEPTEMBER 14 - 18

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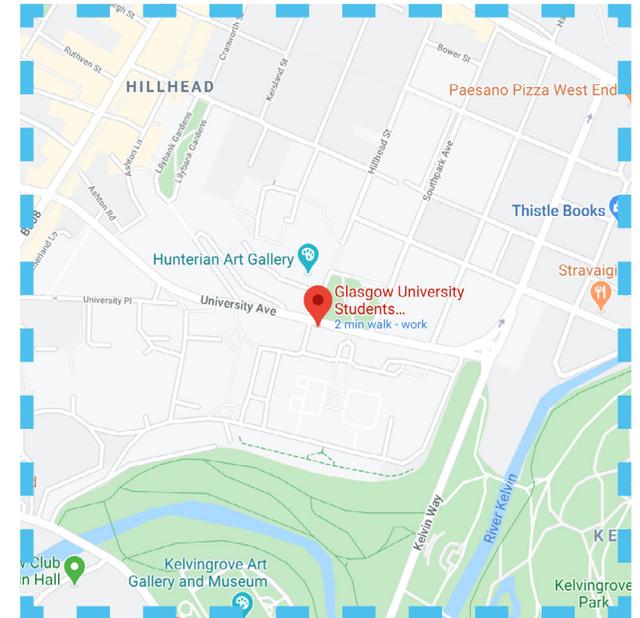
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Glasgow University SRC
McIntyre Building
University Avenue
Glasgow
G12 8QQ



glasgowstudent.net

marketing@src.gla.ac.uk



About Us

This is your guide to officially endorsed advertising and sponsorship opportunities with GUSRC - Glasgow University Students' Representative Council, reaching over 29,000 students at the University of Glasgow and thousands more throughout the city.

Student spend is worth close to £80 billion in the UK and equates to around 1.3% of Scottish GDP. Almost 4 out of 100 people are in employment as a consequence of student spending in the regional economy.¹

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 community. GUSRC serves as a trusted advertising portal to this student community ensuring maximum targeted exposure. Advertising with GUSRC makes sense: in 2019 over 100 companies advertised with us; from insurance agencies to pizzerias, from nightclubs to graduate recruiters. See a few of our previous clients and partners on [page 5](#).



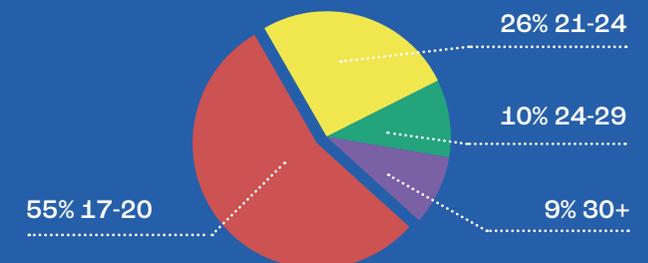
Demographics*

29,000+ Students

36% International
64% UK

67% Undergraduates
33% Postgraduates

59% Female - 41% Male



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¹<https://www.nefconsulting.com/our-publications/reports/student-contributions-to-the-uk-economy-national-union-of-students/>

Coronavirus Concerns

At GUSRC we think it's worth being honest and up front.

The uncertain world we're living in means that there will be some changes to how we normally operate in the upcoming year, however you can be sure that we'll continue to do our utmost to provide an accessible, exciting and most of all safe experience for all new UofG students.

Like the University of Glasgow, we are planning a blended approach to Freshers' Week. A combination of innovative online activities, as well as events based on our stunning West End campus, will give students a week to remember and the chance find out about life at UofG, and the City of Glasgow. It's looking to be our most memorable Freshers' Week yet and we'd love to get you involved.

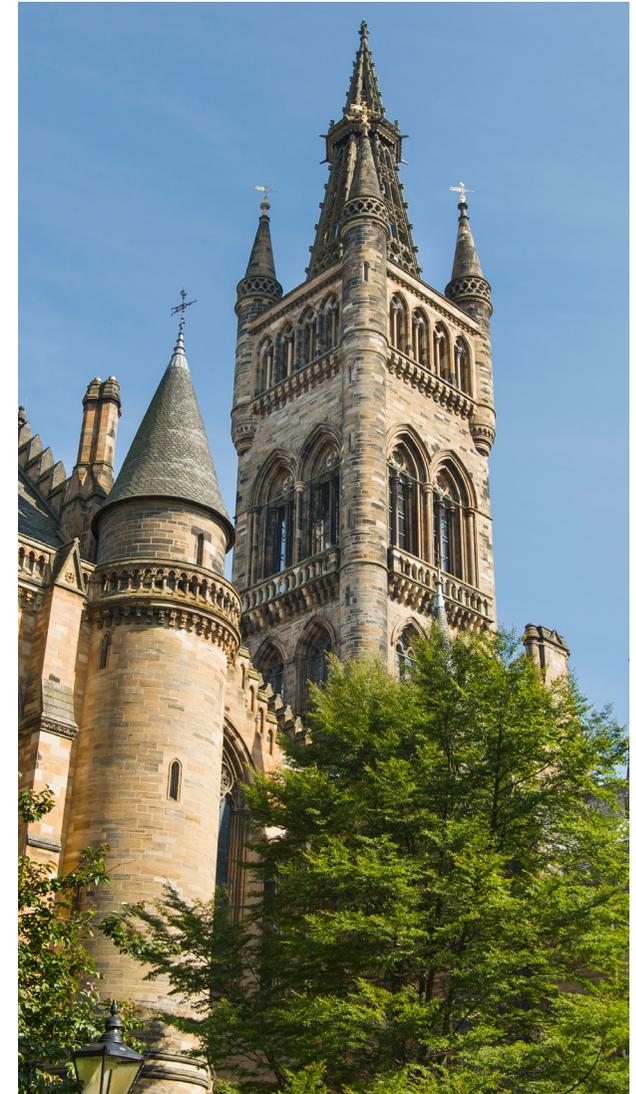
Student health will be our number one priority in everything we do. So please note that the on campus (physical) Freshers' Week events will only happen if we believe they are safe to proceed, and this is confirmed by the University.

We will of course update you with any changes. We have also taken measures to improve our digital offering this year, including: greater sponsorship opportunities on Freshers' Week branding, more in-depth social media options, the ability to post a sponsored blog on our website, and more opportunities to be involved in the digital versions of our hugely popular student guide, magazine, newspaper and television station.

Students are known to be early adopters*, so for those who are willing to try there are still going to be a variety of ways to get your message out to them. If you would like to discuss your coronavirus concerns at greater length please contact our General Manager - Bob Hay b.hay@src.gla.ac.uk

We look forward to working with you in what looks to be an exciting year ahead.

Liv Barber & Jamie Small
GUSRC Marketing Team
marketing@src.gla.ac.uk



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Previous Clients



Freshers' Week 2020

Freshers' Fair

15TH & 16TH SEPTEMBER 2020

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. Set in the majestic University grounds and Sir Gilbert Scott building on our Gilmorehill campus, the atmosphere at the fair is consistently vibrant. This is a unique opportunity to speak to a willing audience of students with a broad range of backgrounds and interests.

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 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.

Regular stall

2 tables, 2 chairs & backboards provided.
Pitch size: 1.8m x 1.2m.

1 DAY: £850*

BOTH DAYS: £1295*

Premium stall

Double width pitch includes electricity & a prime location.

1 DAY: £1595*

BOTH DAYS: £2295*

Booking deadline:

FRIDAY 21ST AUGUST 2020

NEW for 2020 - Freshers' Week Digital Marketing Special: we are expanding the number of digital marketing options available for the duration of Freshers Week so you can really get your brand out there. [Get in touch with us to discuss.](#)



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This year our fair will operate slightly differently because of COVID-19.
[Get in touch with us to discuss further.](#)

Freshers' Week 2020

Helper 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?

Please note the logo can be 2 colours only. **Get in touch with our Marketing Team to discuss options.**



Your logo on sleeve or back of t-shirts:
£495*

Artwork and booking deadline:
FRIDAY 21ST AUGUST 2020



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Freshers' Week 2020

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, the city, and student life. The book is distributed directly to the accommodation of all first year students, and will stay with them as a point of reference for the 4 years they are at University.

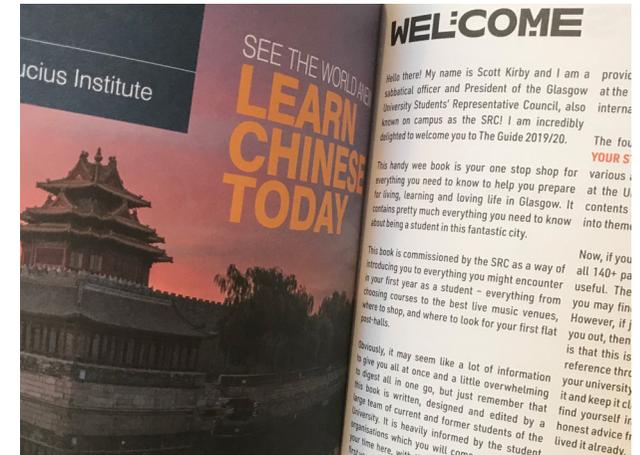
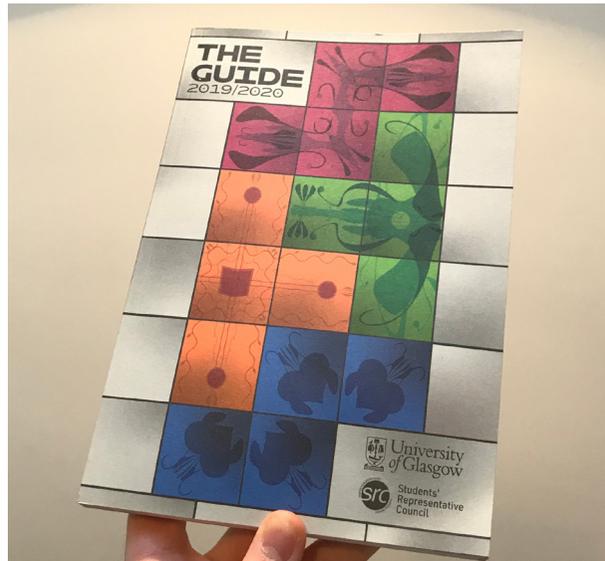
From information about the different activities available on campus, to tips about going out in the city, to how to effectively manage the responsibilities of finding a flat or getting a job: it's all included.

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.

This year The Guide will also be produced as an interactive PDF and delivered to the inbox of every University of Glasgow student.

View last year's Guide online [here](#).



Copies: 8,000

Readership: 15,000+ (This year will be distributed to all new students, and an interactive e-copy sent to their inboxes)

Size: A5 (148x210mm)

Inside front / back: £1095* (148x210mm)

Full inside page: £745* (148x210mm)

Half inside page: £495* (148x105mm)

Artwork and booking deadline:

FRIDAY 31ST JULY 2020



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Freshers' Week 2020

Goodie Bags

These packs, distributed to first year students, create a real buzz on campus. Include your flyers or products to ensure your brand is on our students' minds.

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. Additionally, you could have your company logo printed on one side of every bag.



A6 or A5 flyers inserted into 5,000 bags:
£995*

Promotional products in 5,000 bags:
£695*

Printed design on 5,000 bags:
£1025* (300mmx300mm)

Flyer/product delivery deadline:
FRIDAY 28TH AUGUST 2020

Artwork & booking deadline for bag printing: FRIDAY 31ST JULY 2020



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Digital Advertising

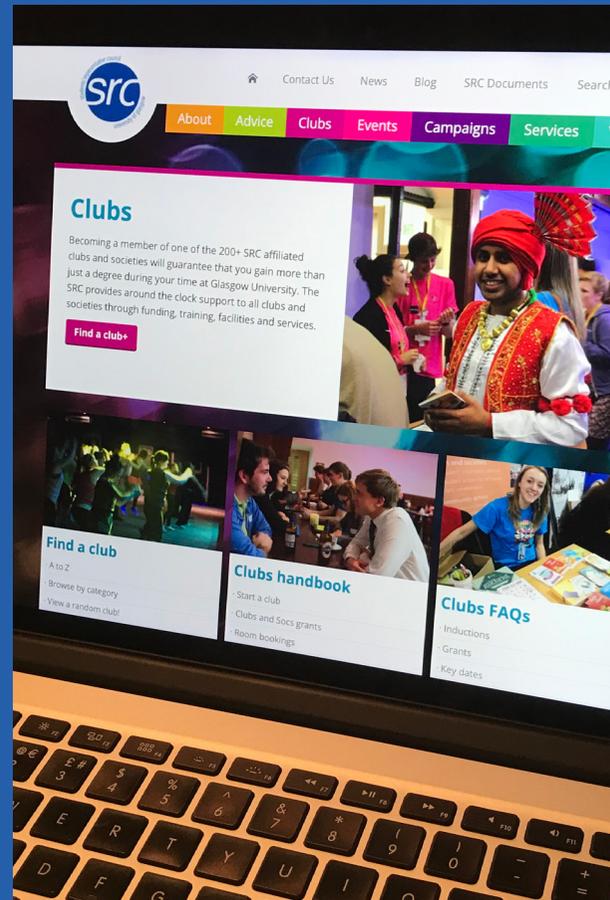
Website

The *glasgowstudent.net* website is students' first point of call for information about life at the University of Glasgow, and could be the perfect place to advertise your business.

The site is used throughout the year by students who want to find out more about our events, services, campaigns and volunteering opportunities.

It is also where just about every club and society at the University goes to affiliate - currently we have 300+ clubs registered on the site.

Each year in August & September the site gets upwards of 20,000 unique users, who return in their thousands to use the site throughout their time at University. **Enquire to our Marketing Team** about also placing ads on our student newspaper and magazine's sites.



Home page advert:

A 250x250 pixel advert placed prominently on our home page.

1 WEEK: £125*

4 WEEKS: £395*

12 WEEKS: £895*

Every page advert:

A 250x250 pixel advert placed on every page of our site.

1 WEEK: £250*

4 WEEKS: £595*

12 WEEKS: £1195*

Enquire to our Marketing Team about posting a sponsored blog on our front page News outlet.



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Digital Advertising

Social Media

The SRC has various social media platforms that continue to see growing engagement with students at the University of Glasgow.

Our main account has over 11,000 likes on Facebook, 6,000 followers on Twitter and 2,000 followers on Instagram, each with healthy levels of reach and engagement, so you'll be able to get your brand out to a large captive audience.

Thinking about booking a large campaign? Get in touch to discuss using social media to support your other activities.

 facebook.com/glasgowuniversitysrc

 twitter.com/gusrc

 instagram.com/glasgowunisrc

Not only do we have our main account, but we also oversee the official Freshers' Week, Postgraduate, and Clubs & Societies pages.

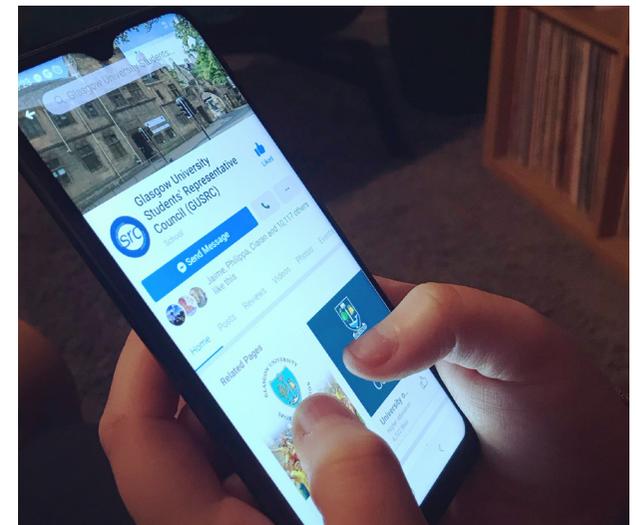
We also manage a number of closed groups to targeted audiences, including the official Freshers' Week group. Enquire to our Marketing Team about these.

1 post across Facebook, Twitter & Instagram:
£95*

4 posts across Facebook, Twitter & Instagram:
£325* (1 POST PER DAY)

Instagram takeover:
£400* (1 DAY ONLY - CAPPED AT 30 POSTS)

Enquire about sponsored Q&A sessions or Webinars on our Facebook page.



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Digital Advertising

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 2,000 impressions per day. We have a further two screens on campus in the McIntyre Building.

Please contact us to discuss options, including the use of video ads.



Still advert:

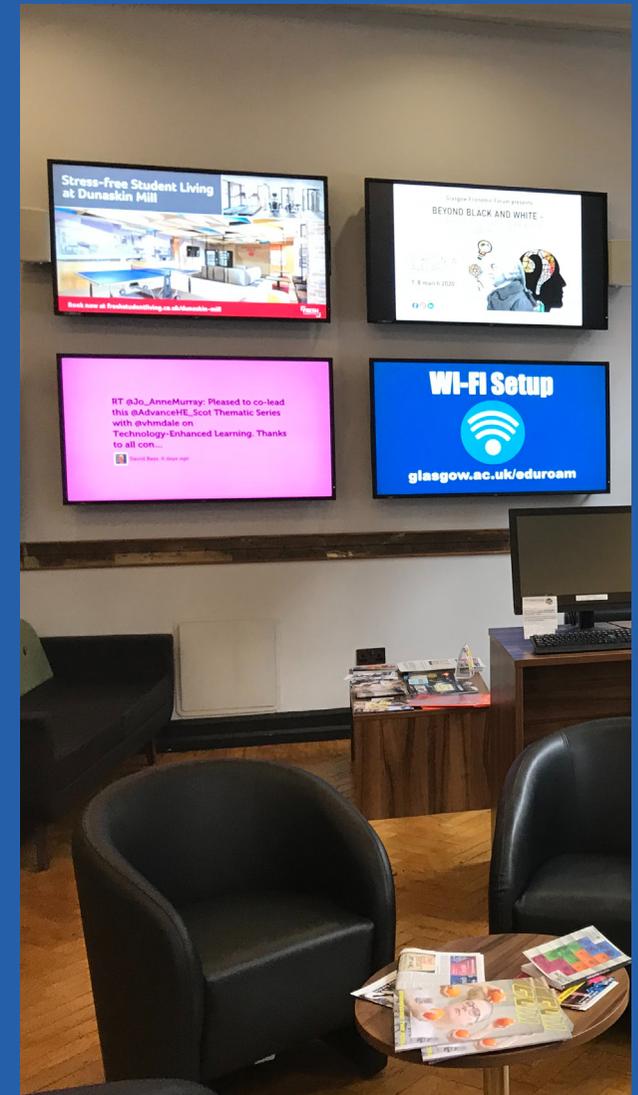
- 1 WEEK £125*
- 4 WEEKS £400*
- 12 WEEKS £850*

Video advert:

- 1 WEEK £200*
- 4 WEEKS £500*
- 12 WEEKS £950*

Artwork and booking deadline:

FRIDAY 21ST AUGUST 2020



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Campus Activities

Stalls

Promotional stalls on 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.

Some of our indoor stalls take place in the historic Glasgow University Union building: a high footfall, high impact space where students socialise throughout the year.

Please note that these prices are only valid from October 2020 onwards. Additional staff members for stalls can be requested for any package, subject to approval of the Marketing Team.



Campus-wide stall, University Avenue:

£600*

Indoor stall, power, wi-fi:

£450*

Enquire to our Marketing Team about setting up trader stalls on campus, or for prices to attend our *Refreshers Fair* (January 2021) or our *Housing & Opportunities Fair* (March 2021).



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Campus Activities

Posters & Flyers

Poster space is bookable in the Glasgow University Welcome Point & GUSRC building for up to 8 x A2 or A3 posters.

We can also arrange for campus-wide poster display for some products. This should be discussed with our Marketing Team. Flying sessions can also be booked across campus, including in prime locations such as outside the University Library.

Welcome Point posters

£20* PER POSTER PER WEEK (SUBJECT TO MINIMUM SPEND OF £200*)

£650* FOR 8 POSTERS PER 12 WEEKS

Get in touch to discuss options for campus-wide posters and flying.



Banners & Vinyls

The GUSRC building sits at a prime location just outside the Main Gates of the University.

For a fee, you can advertise your brand via a banner on the prestigious railings of the University.

Additionally we provide opportunities for installing vinyl graphics in The Gilchrist Postgraduate Club - a thriving café for postgraduate students and University staff. Get in touch to discuss options.

2mx6m banner on University Avenue:

4 WEEKS: £595*

8 WEEKS: £1295*

12 WEEKS: £1595*

Vinyl graphics options include table-top inserts in The Gilchrist Postgraduate Club (up to 3 tables), plus window inserts and bespoke graphics by arrangement. All dependent on availability.



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Campus Activities

Sponsorship

GUSRC organises various events and campaigns throughout the year including cultural and social events, well-being campaigns, award ceremonies and much more. Sponsor the right event and you could open up a whole new market for your business.

Cultural and Social Events:

The Clubs & Societies Ball, Refreshers Week, Oktoberfest, Burns Night, Chinese New Year, The Gilchrist Pub Quiz, Drag 101, Jazz Night.

Well-being Campaigns:

Exam De-stress (Christmas and Spring), Raising and Giving Week, Black History Month, LGBT+ History Month, International Women's Week.

Award Ceremonies:

The Student Teaching Awards 2021, The Volunteering, Clubs and Societies Awards 2021.



Sponsorship can range from having your logo attached to an event, to having your products available there, to having your representatives in attendance. Contact us to discuss options.

Sponsor a cultural or social event:
STARTS FROM £295*

Sponsor a well-being campaign:
STARTS FROM £395*

Sponsor an award ceremony:
STARTS FROM £495*



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Student Media

Newspaper

The multi-award winning Glasgow Guardian has a readership of over 20,000 and is distributed throughout the 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, the 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.

NEW for 2020: Advertise on the highly visited [Glasgow Guardian web page](#). Get in touch to discuss.



Front page banner: £295* (60x255mm)

Inside banner: £95* (60x255mm)

Quarter page: £195* (127x160mm)

Half page: £395* (160x255mm)

Full page: £745* (320x255mm)

Back cover: £845* (320x255mm)

Wrap around: £1995* (320x255mm x 2)

Flyer inserts: £165* (A5 / A6)

Column: £185* (320x85mm)

Eighth page: £125* (80x127mm)

NEW for 2020: Web Adverts:

1 WEEK (£105*) 4 WEEKS (£335*)

Artwork should be supplied as flattened .pdf files in CMYK

Minimum resolution: 300dpi

**Artwork & booking deadline for issue 1:
FRIDAY 21ST AUGUST 2020**

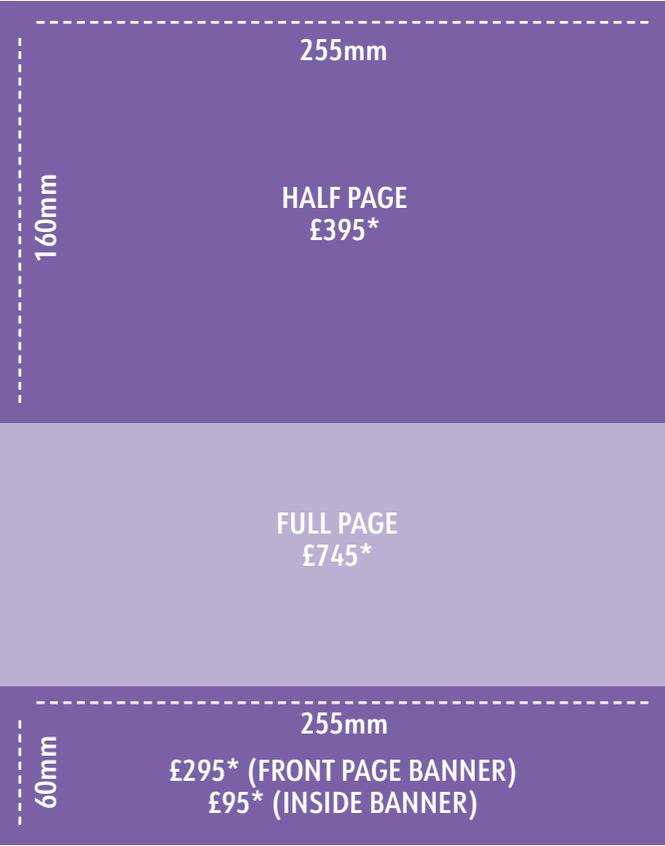


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Newspaper Specs



Student Media

Magazine

The multi-award winning Glasgow University Magazine (GUM) 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. Recently celebrating its 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.

3,000 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.

Back cover: £595* (210x297mm)

Inside front/back cover: £495* (210x297mm)

Full inside page: £395* (210x297mm)

Half inside page: £295* (210x148mm)

Quarter inside page: £195* (148x105mm)

Artwork & booking deadline for issue 1:
FRIDAY 21ST AUGUST 2020

Artwork should be supplied as flattened .pdf files in CMYK

Minimum resolution: 300dpi

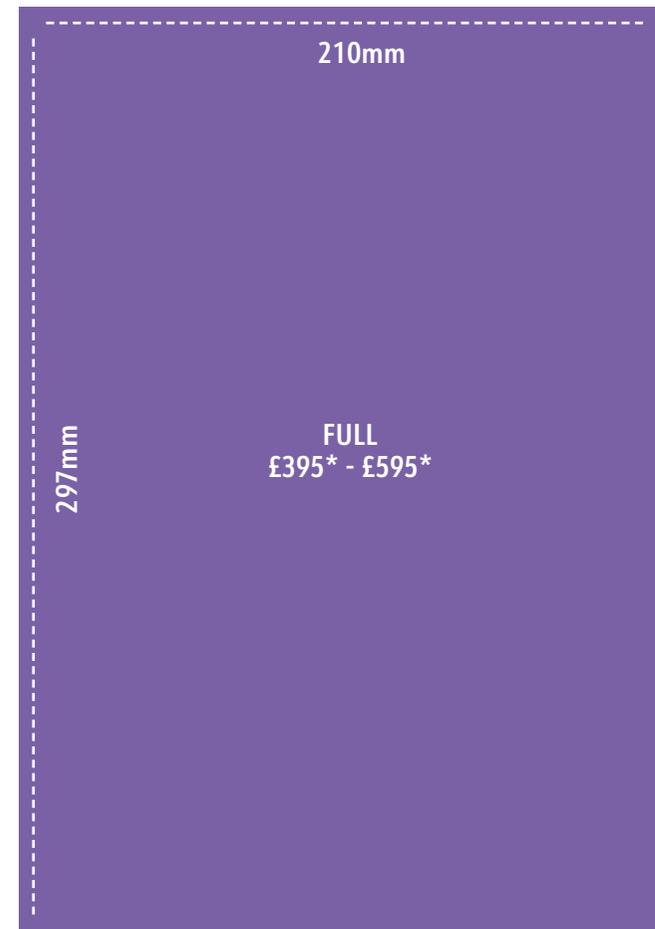
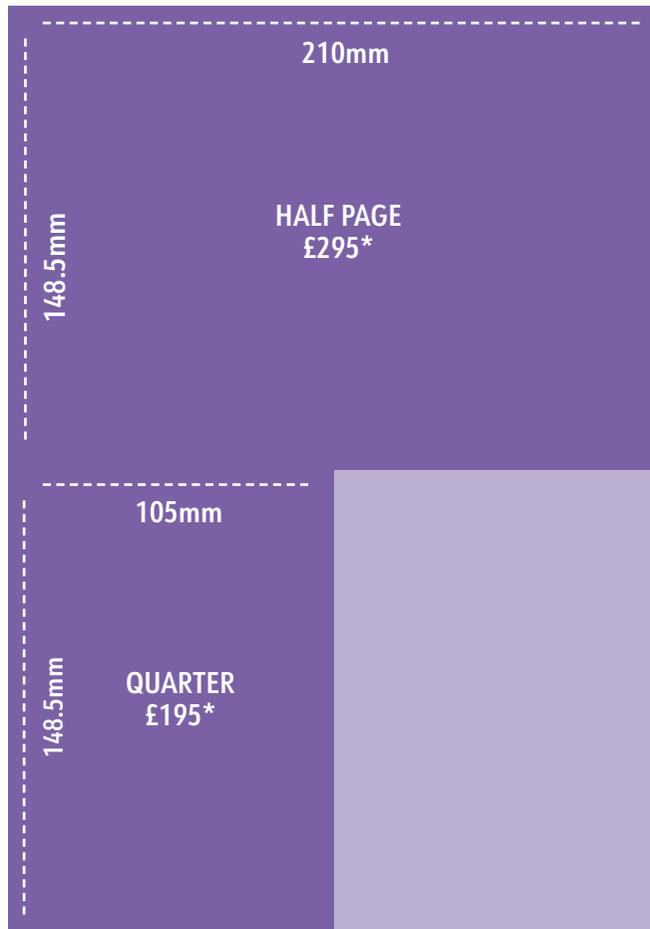


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Magazine Specs



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Student Media

TV Station

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, and at various locations around campus. The GUST team 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 perspective, with in-studio discussions and interviews with the key players.

SPORT - GUST Sports 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.



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)



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Student Media

Radio Station

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.



Media Partnerships for outdoor broadcasts:

PRICES START FROM £1,000* INCLUDING:

- OUTDOOR BROADCAST
- DJs
- ORIGINAL ARTWORK FOR PR PURPOSES
- TECHNICAL SUPPORT
- A PAGE ON SUBCITY.ORG WEBSITE

Please contact manager@subcity.org to discuss bespoke partner packages.



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marketing@src.gla.ac.uk



Rate Card

Package deals available for large campaigns, please get in touch with the Marketing Team to discuss.

Freshers' Week

Freshers' Fair - Regular stall:

1 DAY: £850* BOTH DAYS: £1295*

Freshers' Fair - Premium stall:

1 DAY: £1595* BOTH DAYS: £2295*

Helper T-Shirt - Your logo on sleeve or back of t-shirts: £495*

The Guide - Inside front / back: £1095* (148x210mm)

The Guide - Full inside page: £745* (148x210mm)

The Guide - Half inside page: £495* (148x105mm)

Goodie Bag - A6 or A5 flyers in 5,000 bags: £995*

Goodie Bag - Products in 5,000 bags: £695*

Goodie Bag - Design on 5,000 bags: £1025*

Digital Advertising

Website - Home page advert:

1 WEEK: £125* 4 WEEKS: £395* 12 WEEKS: £895*

Website - Every page advert:

1 WEEK: £250* 4 WEEKS: £595* 12 WEEKS: £1195*

Social Media - 1 post across Facebook, Twitter & Instagram:

£95*

Social Media - 4 posts across Facebook, Twitter & Instagram:

£325* (1 POST PER DAY)

Social Media - Instagram takeover:

£400* (1 DAY ONLY - CAPPED AT 30 POSTS)

Screens - Still advert:

1 WEEK £125* 4 WEEKS £400* 12 WEEKS £850*

Screens - Video advert:

1 WEEK £200* 4 WEEKS £500* 12 WEEKS £950*

Campus Activities

Campus-wide stall, University Avenue:

£600*

Indoor stall, power, wi-fi:

£450*

Welcome Point Posters - £20* PER POSTER PER WEEK (SUBJECT TO MINIMUM SPEND OF £200*) £650* FOR 8 POSTERS PER 12 WEEKS

2mx6m banner on University Avenue:

4 WEEKS: £595* 8 WEEKS: £1295* 12 WEEKS: £1595*

Sponsor a cultural or social event: STARTS FROM £295*

Sponsor a well-being campaign: STARTS FROM £395*

Sponsor an awards ceremony: STARTS FROM £495*

Student Media

Newspaper - Front page banner: £295* (60x255mm)

Newspaper - Inside banner: £95* (60x255mm)

Newspaper - Quarter page: £195* (127x160mm)

Newspaper - Half page: £395* (160x255mm)

Newspaper - Full page: £745* (320x255mm)

Newspaper - Back cover: £845* (320x255mm)

Newspaper - Wrap around: £1995* (320x255mm x 2)

Newspaper - Flyer inserts: £165* (A5 / A6)

Newspaper - Column: £185* (320x85mm)

Newspaper - Eighth page: £125* (80x127mm)

Newspaper - Website 1 Week: £105*

Newspaper - Website 4 Weeks: £335*

Magazine - Back cover: £595* (210x297mm)

Magazine - Inside front/back cover: £495* (210x297mm)

Magazine - Full inside page: £395* (210x297mm)

Magazine - Half inside page: £295* (210x148mm)

Magazine - Quarter inside page: £195* (148x105mm)

TV Station - Programme sponsorship:

10 SECOND VIDEO BEFORE AND AFTER THE PROGRAMME

£200* PER EPISODE

(SCREEN, PODCAST AND WEBSITE)

TV Station - Advertisement production:

PRODUCTION OF 30 SECOND ADVERTISEMENTS:

£200*

(ONE DAY'S FILMING + EDIT)

Radio Station - Media Partnerships for outdoor broadcasts:

PRICES START FROM £1,000* INCLUDING:

- OUTDOOR BROADCAST
- DJs
- ORIGINAL ARTWORK FOR PR PURPOSES
- TECHNICAL SUPPORT
- A PAGE ON SUBCITY.ORG WEBSITE



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Enquiries

Get in Touch

To enquire about any activities or discuss how can we support you, please get in touch with our Marketing Team:

Liv Barber & Jamie Small
marketing@src.gla.ac.uk

or

[head here](#) to use our online enquiry form.



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marketing@src.gla.ac.uk



