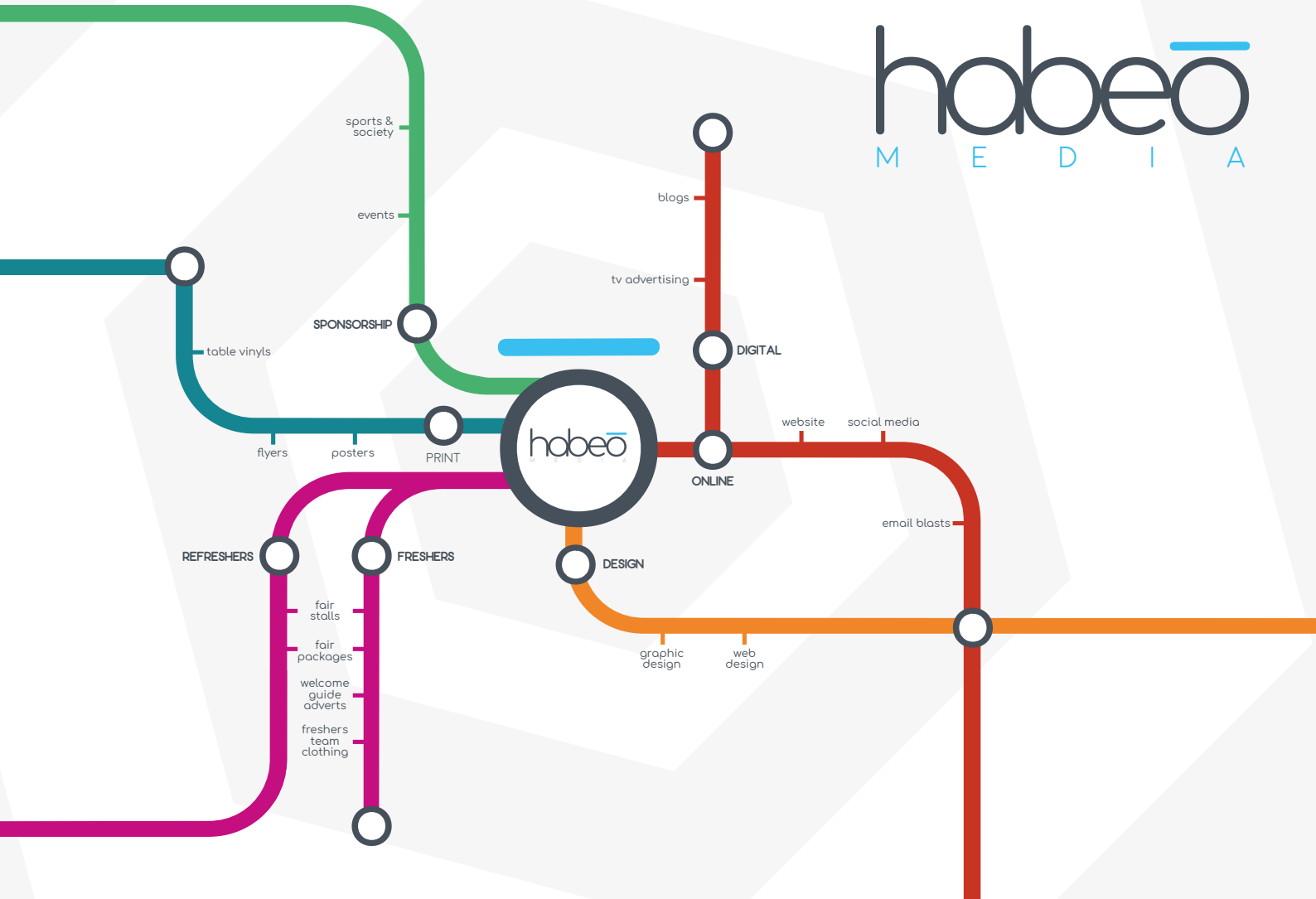


habeo

M E D I A



GET IN TOUCH

HARRIET STANTON

Marketing & Events Coordinator
01904 629816
media@habeo.co.uk

HABEO ONLINE

www.habeo.co.uk
Fb: habeo | Tw: habeo | Ig: habeo

HABEO OFFICES

YSJSU, Lord Mayors Walk, YO31 7EX
(15 minute walk from York train station)

CONTENTS

- PG 3 | Why advertise with us?
- PG 4-5 | A little about our audience...
- PG 6-7 | Key Info
- PG 8-9 | Freshers & Refreshers
- PG 10-11 | Online & Digital
- PG 12 | Distribution Campaigns
- PG 13 | In our building
- PG 14 | Sponsorship
- PG 15 | Graphic & Web Design

WHY ADVERTISE WITH US?

Here at Habeo, our expert team are adept at creating bespoke marketing and promotional material and opportunities, all to complement your business requirements. We pride ourselves on our attentive and creative approach towards each and every one of our existing and new clientele; not to mention providing a tailor made service to suit all of your business objectives and market audiences individually. With over 7000 students within our reach, we have a vast and captive audience ready to engage with your brand!

DESIGN

Our creativity knows no bounds, and neither does your brand's potential! We're dedicated to helping you further your brand's journey, whether it's starting up or rebranding, our expert visual thinking skills will be with you all the way. We thrive on establishing excellent long-term relationships with our clients, to achieve in-depth understanding of your vision and help you perfectly realise all your design needs.

BUILD

We know that each project is unique, and that your business needs will never be the same as anyone else's. So, not only can we help you to build your bespoke online base with our website development services, our innovative content management system is completely customisable. Forget navigating around features you don't want; we will work with you to provide the perfect system for exactly what you need, making running your business smoother than ever.

COMMUNICATE

Our versatile packages include a range of platforms from which to promote your brand. From online and social media presence, to old school print and interactive face to face opportunities, we can help you communicate your vision to a hugely varied audience.

Whatever your vision, we can help you bring it to life. For a taste of what we could do for you, take a look at some of our previous projects on our website.

OUR TEAM

Meet the key minds of the team here at Habeo!



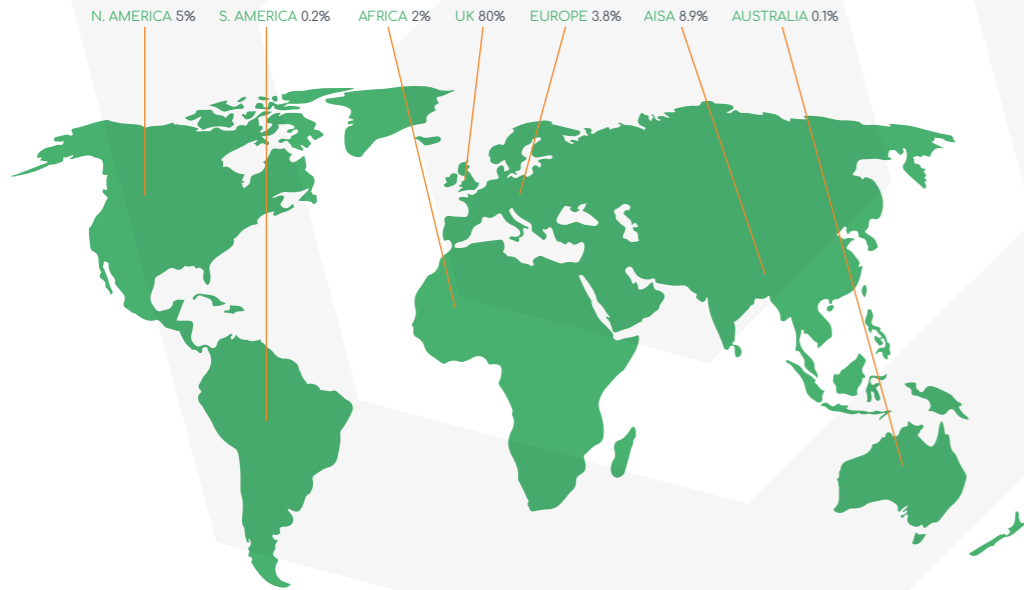
HARRIET STANTON
Account Manager



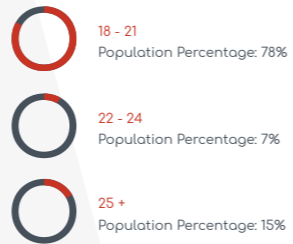
AIDAN LAYCOCK
Web Designer

A LITTLE ABOUT OUR AUDIENCE

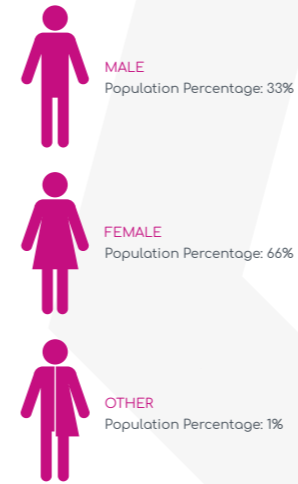
INTERNATIONAL ORIGIN



AGE



GENDER



OUR FOLLOWING

Figures accurate as of May 2018



FACEBOOK: /YSJSTUDENTSUNION
Total Followers: 2608
Total Likes: 2576



TWITTER: @YSJSU
Total Followers: 7804



INSTAGRAM: @YSJSU
Total Followers: 1922

KEY INFO

Below is all the key info you need when supplying us with your content for your campaign, along with lead times & sizes!

PRODUCT	LEAD TIME	DIMENSIONS	PREFERRED FORMAT
Freshers Welcome Guide	1st July	A5 colour publication with Bleed	Ai or PDF
Freshers Team T-Shirts	1st July	1000mm x 1000mm	Ai or PDF
Homepage Advert	7 days prior to launch	1200px x 800px	Jpg or PNG
Website Background	7 days prior to launch	1800px x 1200px	Jpg or PNG
Monthly E-Newsletter	7 days prior to launch	600px x 250px image with 150 words (max)	Jpg or PNG & text file
Email Blast	7 days prior to launch	600px x 250px image with wording	Jpg or PNG & text file
Social Media	7 days prior to launch	1200px x 630px (Facebook) or 880px x 440px (Twitter) & wording	Jpg or PNG & text file
Social Media Event Page & Promo	7 days prior to launch	1920px x 1080px image & wording	Jpg or PNG & text file
Jobs & Opportunities Page	7 days prior to launch	Text Only	Text File
Blog Post	7 days prior to launch	Thumbnail: 560px x 260px, Banner: 1920px x 700px & wording	Jpg or PNG & text file
Posters	48 hours prior to launch	Hard Copies	Print
Flyers	48 hours prior to launch	Hard Copies	Print
Table Vinyls	14 days prior to launch	79cm diameter with bleed	Print
TV Adverts	7 days prior to launch	1500 x 1200px	Jpg



THE PACKAGES

We have collated our best-selling media options and created ready-made packages for a one-stop shop to suit your promotional needs.

Package 1 – Online and Digital for two weeks
Social Media Promotion (3 Facebook Posts and 3 Tweets per week)
Plasma TV Advert (Six 55" TVs and one 110" screen)

Package 2 – Display for one month
Plasma TV Advert (Six 55" TVs and one 110" screen)
A3 Poster site (10 posters)
Web Banner on YSJSU.com Homepage

Package 3 – Bit of Everything for one month
Social Media Promotion (3 Facebook Posts and 3 Tweets per week)
Plasma TV Advert (Six 55" TVs and one 110" screen)
A3 Poster site (10 posters)
Promotional Stall in the SU Building (six hour stand)

PACKAGE COSTS

Package 1 – Online and Digital for two weeks
Price inc. VAT: £110.00 (saving you £10)

Package 2 – Display for one month
Price inc. VAT: £366.00 (saving you £26)

Package 3 – Bit of Everything for one month
Price inc. VAT: £570.00 (saving you £54)

FRESHERS & REFRESHERS

FRESHERS FAIR APPEARANCE

Standard, Deluxe, and Charity stalls available to hire at our Fresher's Fair, the prime opportunity to make a fantastic first impression on thousands of new customers!

REFRESHERS FAIR APPEARANCE

Freshers Fair returns during Refreshers week, where we give you the opportunity to re-engage our students & gain new customers in January

FRESHERS TEAM T SHIRTS

We will put your logo on our Freshers Team T-Shirts, which will be worn by all our welcome helpers, bar staff & SU team during Freshers Week (100+)

FRESHERS GUIDE ADVERT

An A5 feature in our guide, given out directly to an average of 2000 new students per day over the Welcome Weekend.



PACKAGES

PACKAGE	PACKAGE CONTENT	EVENT	STALL SIZE	PRICE
Platinum	1 x Stall 1 x Website Homepage Advert 1 x Website Blog 2 x Weeks Social Media Promo 1 x Month TV Advert	Freshers	Deluxe (2 x 1m) Regular (1 x 1m)	£930 £660
		Refreshers	Deluxe (2 x 1m) Regular (1 x 1m)	£560 £440
Gold	1 x Stall 1 x Website Homepage Advert 2 x Weeks Social Media Promo 1 x Month TV Advert	Freshers	Deluxe (2 x 1m) Regular (1 x 1m)	£870 £600
		Refreshers	Deluxe (2 x 1m) Regular (1 x 1m)	£525 £400
Silver	1 x Stall 1 x Website Homepage Advert 2 x Weeks Social Media Promo	Freshers	Deluxe (2 x 1m) Regular (1 x 1m)	£810 £540
		Refreshers	Deluxe (2 x 1m) Regular (1 x 1m)	£440 £320
Bronze	1 x Stall 1 x Website Blog	Freshers	Deluxe (2 x 1m) Regular (1 x 1m)	£750 £480
		Refreshers	Deluxe (2 x 1m) Regular (1 x 1m)	£400 £275
Stall Only	1 x Stall	Freshers	Deluxe (2 x 1m) Regular (1 x 1m) Charity (1 x 1m)	£720 £450 £120
		Refreshers	Deluxe (2 x 1m) Regular (1 x 1m) Charity (1 x 1m)	£330 £210 £120

FRESHERS TEAM CLOTHING

PRICE
£300

FRESHERS GUIDE ADVERT

PRICE
1/4 Page £90
1/2 Page £165
Full Page £240

ONLINE & DIGITAL

HOMEPAGE ADVERT

A scrolling banner featuring your image on the homepage of our website for between a fortnight up to 3 months.

WEBSITE BACKGROUND

Have your image featured as our website background and catch the eye of all visitors to any and every section of our website for up to a whole semester at a time.

EMAIL BLAST

Blocks of 1, 3, or 5 personalised emails sent directly to students over the course of a whole semester to get the word out about your brand!

EMAIL NEWSLETTER

Take advantage of our regular communication with all of our students and promote your brand in up to 3 issues our monthly E-Newsletter at a time.

JOBS & OPPS PAGE

Want to add to your team? Feature your vacancies on our Jobs and Opportunities page to find your next newest team member.

BLOG POST

Blocks of 1, 3, or 5 personalised blog posts on our website over the course of a whole semester to get the word out about your brand!

SOCIAL MEDIA

Need a boost? Promote your brand through our social media platforms to engage with thousands of potential new likes and followers to your own channels.

SOCIAL MEDIA EVENT PAGE PROMO

Get your event posted and promoted on our social media with a personalised event page to invite the audience who are ready and waiting just a click away!

PRICES

PRODUCT	DURATION	PRICE
Homepage Advert	1 x Fortnight	£50
	1 x Month	£85
	2 x Month	£155
	3 x Month	£275
Website Background (1 Panel)	1 x Fortnight	£72
	1 x Month	£120
	1 x Semester	£380
Website Background (Both Panel)	1 x Fortnight	£120
	1 x Month	£230
	1 x Semester	£700
Email Blast	Single Email	£120
	Block of 3 Emails*	£300
	Block of 5 Emails*	£500
Email Newsletter Advertising	1 x Month	£72
	2 x Month	£120
	3 x Month	£370
Blog Post	Single Email	£90
	Block of 3 Posts*	£230
	Block of 5 Posts*	£370
Social Media	1 x Fortnight	£72
	1 x Month	£120
	1 x Semester	£380
Jobs & Opportunities page Advertising	1 x Fortnight	£72
	1 x Month	£120
	1 x Semester	£380

* Must be used in a single semester



IN HOUSE PLATFORMS

POSTER CAMPAIGNS

A set of 4 A4, A3, or A2 posters throughout our venue to catch the eye of all of our regular visitors.

4 x A4 | £12
4 x A3 | £15
5 x A4 & 5 x A3 | £25

CAMPUS FLYERS

Distribute 600 A5 (or smaller) flyers across campus – perfect in conjunction with an event promotion, or to keep in touch after a Fresher's Fair appearance

£180

HALLS FLYERS

Distribute 1200 A5 (or smaller) flyers across student halls – perfect in conjunction with an event promotion, or to keep in touch after a Fresher's Fair appearance

£360

PLASMA SCREEN ADVERTISING

Have your advert on the scrolling screens throughout our venue to catch the eyes of the audience who visit us every day of the week

1 x Week | £72
1 x Fortnight | £180
1 x Month | £380

IN OUR BUILDING

PROMO STALLS

Bring you and your team into our Students' Union for the day to meet our students.

NATIONAL ORGANISATION: £250
LOCAL ORGANISATION: £180
CHARITY: £60

TABLE VINYL

Take over our bar tables for upto 3 months to catch the eye of our students whilst they eat, drink & relax!

BLOCK OF 5: £250
BLOCK OF 10: £470
BLOCK OF 15: £690



SPONSORSHIP

SPORT & SOCIETY AWARDS

Celebrate all the hard work that our Sports and Societies have put in all year with us by sponsoring the awards dinners, and really engage personally with your audience!

ANNUAL VARSITY COMPETITION

Sponsor our annual varsity competition to engage with not only our students, but a whole new audience in our visiting teams!

SPORT & SOCIETY CONFERENCE

Get the word out about your brand before the year even begins with some of the most influential audience members: the leaders of our Sports and Societies!

ELECTION WEEK

Sponsor our election week to connect with the candidates who could be the next Presidents of YSJSU, and the thousands of students who will be voting for them.

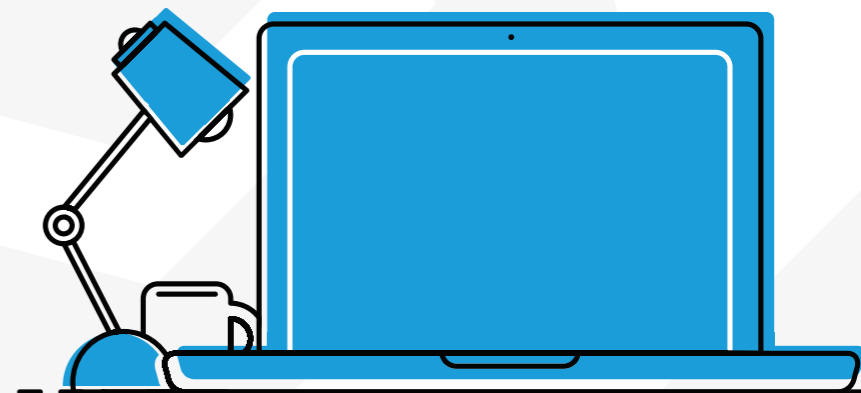
DESIGN SERVICES

GRAPHIC DESIGN

Intelligent design is everywhere, which is why we understand that no graphic design job is too small. Whether it's one new logo, a series of promotional posters, or a complete overhaul of your brand's image, just give us the specifics of your vision and we'll put together your very own bespoke package. Our design services can be added onto any of the media campaign options you've seen here, as well as any of your separate projects.

WEB DESIGN

Our website design options cover everything from single page designs, to full site development, all of which can be as simple or as complex as you'd like. We will work to your specifications not only on the public facing side of your website, but also behind the scenes with our customised content management system – tailored to include exactly what you need to run your site. Just let us know what you need, and we'll make designing and running your online base easier than ever.





GET IN TOUCH

HARRIET STANTON

Marketing & Events Coordinator
01904 629816
media@habeo.co.uk

HABEO ONLINE

www.habeo.co.uk
Fb: habeo | Tw: habeo | Ig: habeo

HABEO OFFICES

YSJSU, Lord Mayors Walk, YO31 7EX
(15 minute walk from York train station)