

ADVERTISING & MARKETING WITH YSJSU



Welcome to your one page guide to advertising with YSJSU!

Let's start by getting the obvious question answered... Why advertise with us?

Simply put, with over 8000 city centre based students, most of whom live within a 15 minute walk of the York St John Campus, we supply a captive audience for your brand, coupled with a highly affordable means of communicating with them. Whether you are looking to advertise at a specific event or promote your business throughout term time, we have the right media channels and special opportunities tailored to meet your needs.

In this pack you will find all the different opportunities we offer for you to meet your new customers, utilising digital, print, events and sponsorship. We also offer unique and great value Graphic and Web Design (detailed below). We can build bespoke packages that suit both you and your budget, whilst involving you every step of the way to ensure your marketing is as successful as it can be.

Please note all prices quoted are excluding VAT.

One more thing you should know about us... we thrive on building great, long-term working relationships; so if you have any questions, would like to advertise with us or just want to explore available options give our Marketing and Events Co-ordinator Harriet a call or drop her an email and we will arrange a meet up... We love coffee!

Phone: (01904) 629 816
Email: h.stainton@yorks.ac.uk
Facebook: YSJStudentsUnion
Twitter: @YSJSU

ONLINE / DIGITAL



WHAT WE OFFER

We know our online and digital channels offer a highly effective way of mass communicating to our students. Opposite you will find all available and most popular channels, including plasma screen displays, social media promotion, emails blasts and website advertising.

Website: www.ysjsu.com
Twitter: @YSJSU
Facebook: YSJStudentsUnion

SOCIAL MEDIA

Prices based on 3 Facebook & 3 Twitter posts per week
Fortnight - £50 | 1 Month - £90 | 2 Months - £170 | 3 Months - £310

YSJSU.COM HOMEPAGE ADVERT

888 x 296 px advert on our website's homepage
Fortnight - £40 | 1 Month - £72 | 2 Months - £130 | 3 Months - £230

YSJSU.COM BACKGROUND

Utilise the background on our website to promote your business
Fortnight - £50 | 1 Month - £90 | 2 Months - £170 | 3 Months - £310

PLASMA TV ADVERT

Advertise your brand on all of our seven 55inch TV Screens in the SU
Fortnight - £50 | 1 Month - £90 | 2 Months - £170 | 3 Months - £310

EMAIL BLAST

Email all the students on our mailing lists (3000+)
Single Email - £100 | Double Email - £180 | Triple Email - £325

EMAIL NEWSLETTER ADVERT

150 word & single image advert on our monthly email newsletter
Single Advert - £50 | Double Advert - £90 | Triple Advert - £162.50

ONLINE ARTICLE

Featured article on our website (which can be combined with social media) promotion
Single Article - £75 | Double Article - £135 | Triple Article - £245

PRINT



WHAT WE OFFER

As well as our online presence, we offer various print channels, reaching our student body in a more traditional manner. Whether it is posters, hand delivered flyers or something a little bit different, we offer a wide variety of options.

POSTER PROMO

Poster wall space within the Students' Union Building for one week period (Poster provided by you)
Cost per campaign - A4: £25 | A3: £35

FLYER PROMO (CAMPUS)

On campus flyer campaign over a monthly period (1000 Flyers supplied by you)
Cost per campaign - £150

FLYER PROMO (HALLS)

Accommodation halls flyer campaign over a monthly period (2000 Flyers supplied by you)
Cost per campaign - £300

YSJSU WELCOME GUIDE

A5 advert in our Fresher's Welcome Guide (handed out to 2000+ students)
1/4 Page - £75 | 1/2 Page - £135 | Full Page - £200

PROMO STALLS



WHAT WE OFFER

A great way to advertise with us is through on-campus events, and meeting our students face to face. Whether you want sign ups, to promote your company, collect data or offer a great deal, we have several ways you can come in and meet your brand new customers.

FRESHERS FAIR

Our biggest promo day of the year! Your best opportunity to personally meet and promote to over 3500 students
Platinum Stall (6ft x 3ft) - £600 | Standard (3ft x 3ft) - £375 | Charity (3ft x 3ft) - £100

REFRESHERS FAIR

Your chance to remind our students of who you are, where you are based and what you offer when they return from their Christmas break
Platinum Stall (6ft x 3ft) - £275 | Standard (3ft x 3ft) - £175 | Charity (3ft x 3ft) - £50

PROMO STALL

Host a promo stall (6ft x 3ft) for a day in our Students' Union building
National Organisation - £350 | Local Organisation - £150 | Charity - £50

SPONSORSHIP



WHAT WE OFFER

We love to work with brands to make our big events even bigger! Throughout the year, we host several huge events which we offer companies the opportunity to sponsor. In addition to this, we can put you in touch with some of our highly successful sports & societies who also welcome sponsorship offers.

EVENT SPONSORSHIP

Available events:
Freshers Week
Winter / Spring / Summer Archies Day
Varsity
Old John's Weekend
Elections Week
Sports & Society Dinners

CLUB SPONSORSHIP

Full details upon request

GRAPHIC / WEB DESIGN



WHAT WE OFFER

We are dedicated to offering a prompt, creative and one-of-a-kind service when it comes to graphic and web design. From just £25 per hour for either, we want to offer small and medium businesses the opportunity to access services which are usually deemed a luxury or too expensive.

Get in touch for a free consultation now!