



# Media Pack

## 2022-2023

# Why advertise with us?



**The Guild of Students is the hub of student activity at the heart of the University of Birmingham. We represent 38,000 students studying, living and working in Birmingham.**

We're here to ensure every student at the University of Birmingham has the best possible experience whilst studying. Whether you are interested in advertising to students, engaging with the student market, or looking to better understand the student audience; we can help you reach students in a variety of unique and effective ways.

Take a look at some of the exciting media options we have available at the Guild of Students. We are open to innovative suggestions and are on hand to create tailored packages. If you want to discuss options or have any queries, please contact us at [medisales@guild.bham.ac.uk](mailto:medisales@guild.bham.ac.uk)

# Reasons to get involved...



**38,000**  
Students



**8,000**  
New students



**300+**  
Student Groups



**28,000**  
Facebook followers



**16,000**  
Twitter followers



**12,000**  
Instagram followers



**48%**  
Open rate on emails  
sent out to our  
commercial email list



**2.6 million**  
Unique visitors to our  
website in the 2021-  
2022 academic year



**487,000**  
Unique visitors to  
our website in  
September 2022



# On site

## Pop-up Locations

**Reception Area**  
Indoors  
**£500**

**3m x 2m**

**JOE'S Bar**  
Indoors  
**£1,500**

**5m x 3m**

**Mermaid Square**  
Outdoors  
**£1,000**

**Please enquire  
for dimensions**

**Car Park**  
Outdoors  
**£1,500**

**Please enquire  
for dimensions**

**The Underground**  
Indoors  
**£600**

**Please enquire  
for dimensions**

**Meeting Rooms**  
Indoors  
**£TBC**

**Please enquire  
for dimensions**

## Posters

Visual advertising is still one of the most effective ways of making an impression on students.

We offer all of our clients the opportunity to advertise their service, product or event, directly to the students via this medium in prime footfall locations.

**x1 A0 Poster - Week** **£100**

**x1 A0 Poster - Month** **£300**

**x7 A3 Poster - Week** **£75**

**x7 A3 Poster - Month** **£200**

# Digital media

## Display Screens

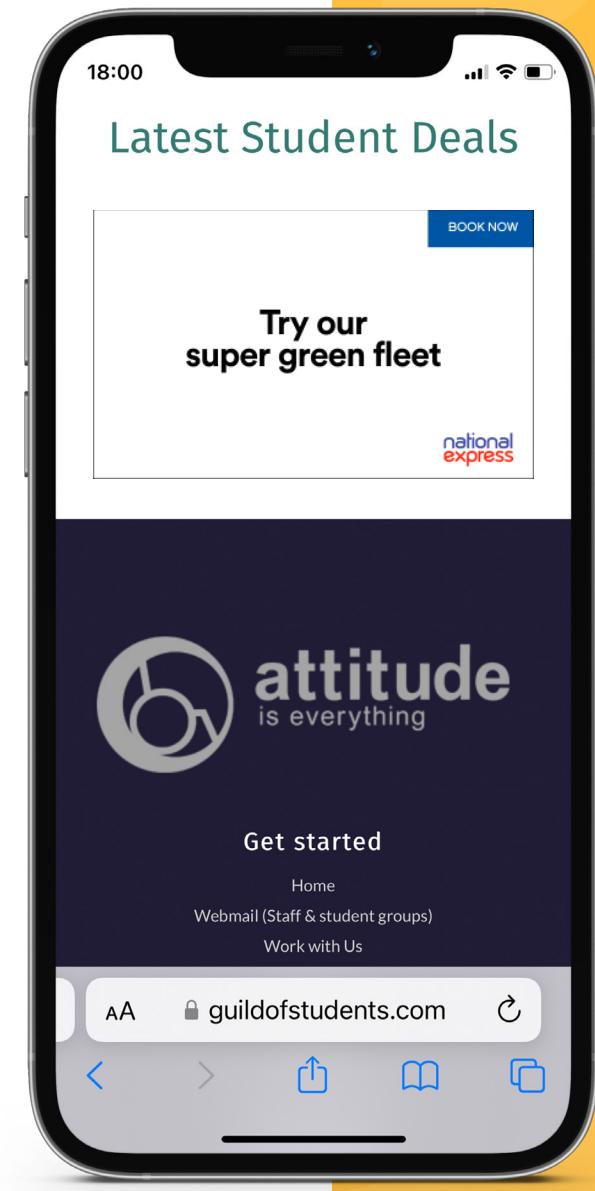
We have five Screens in our busy membership and reception areas where students meet, study and socialise. Our Display Screens require a static image and the size needs to be **1024 x 768px at 72dpi**.

Week	£100
Month	£300
Term	£1,200
Year	£2,000

## Website promo

The Guild of Students' website is the main portal for our students to visit for updates and essential student information. This includes buying tickets and communicating with societies. This is the perfect way to reach a big proportion of our current and prospective students. Your advert (**360 x 220px**) will be displayed alongside two other banners on the Guild homepage: **guildofstudents.com**

Week	£175
Month	£500
Term	£1,400
Year	£2,500



# Social media

## Prices per post



**28,000**  
Facebook  
Followers

**£350**



**16,000**  
Twitter  
Followers

**£150**



**12,000**  
Instagram  
Followers

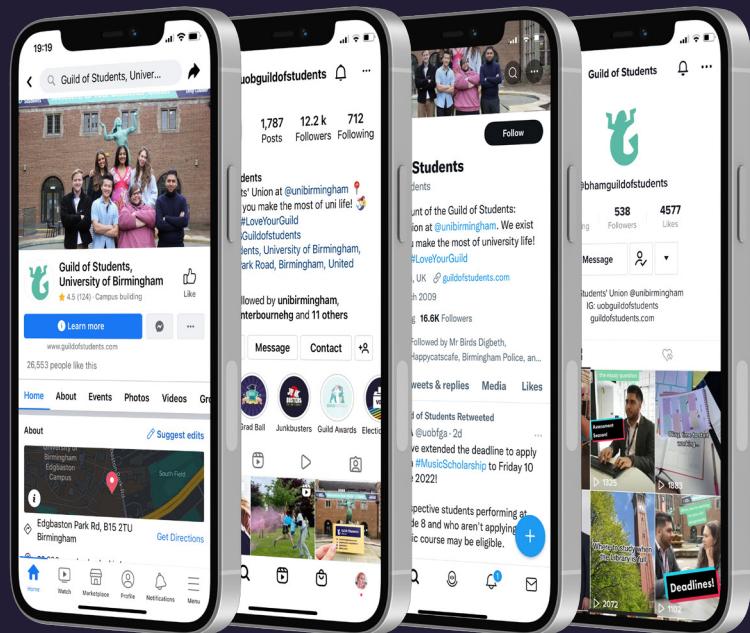
**£200**



**Talk to  
us about  
TikTok!**

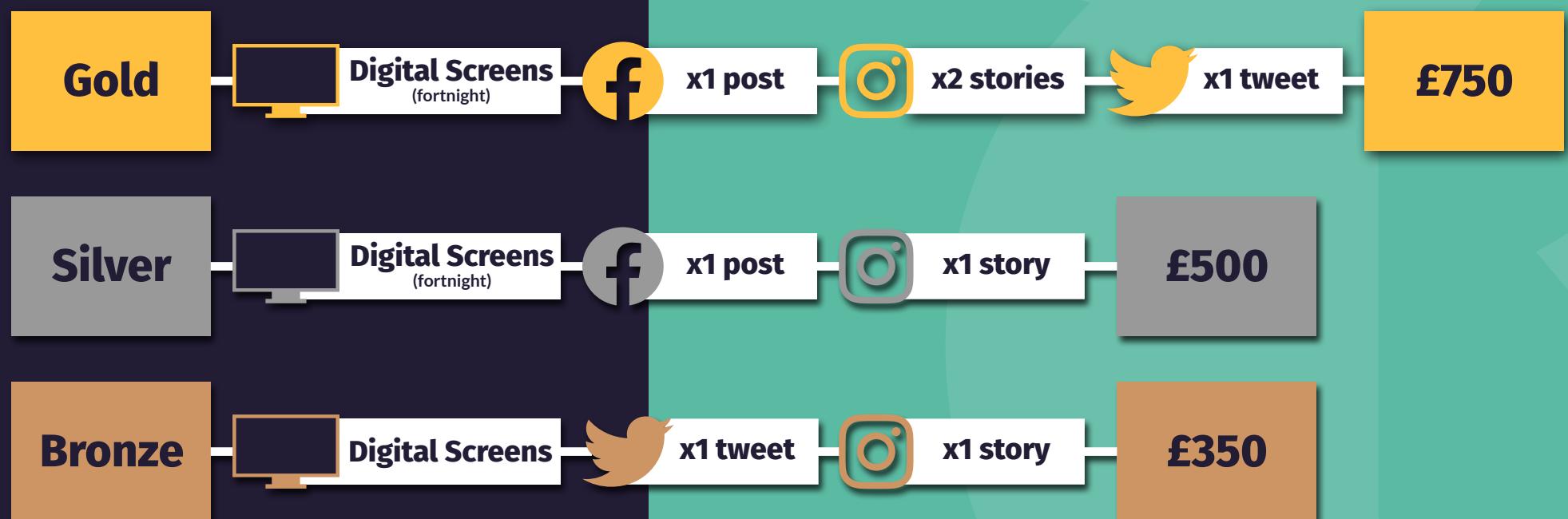
**£TBC**

Communicate your message directly to our students through our social media channels. We have 56,000 followers across three major social media platforms – the perfect opportunity to interact directly with our students



# Digital package deals

Our package deals are a great opportunity to maximise your reach across a range of channels at a more competitive rate. Feel free to contact us to discuss a package to meet your needs.



# Pop-up shops & fairs



Our event space is ideal for fairs, vintage clothes sales and markets.

We have multiple locations on-site which can host a variety of events.

Get in touch to discuss any ideas you have.



# Sponsorship

**Sponsorship provides an excellent platform to promote your brand to the student market.**

With over 300 societies, event sponsorship is one of the best ways to get your brand recognised by the University of Birmingham student population and offers your organisation the opportunity to establish a long lasting association with your brand.

Whether you choose to sponsor a single event or activity, one of our societies or sports teams for the year, we have a number of attractive opportunities to suit your business needs and your budget.





## Get in touch

**Our vision is that together we can create a fun and memorable experience for our students through the medium of advertising.**

We welcome innovative and forward-thinking ways of introducing your brand to our students. If you haven't found what you're looking for in this pack, just give us a call or send us an email to discuss our tailored packages.

To find out more or to discuss a bespoke marketing package, please contact Karina Kaur: **mediasales@guild.bham.ac.uk**

