

University of Suffolk Students' Union

MEDIA PACK

23/
24



uosunion.org

UOS UNION

ABOUT US

The University of Suffolk Students' Union is located in Ipswich and represents students at campuses in Ipswich, Great Yarmouth, Birmingham, London and a number of other locations across the UK. We're able to offer your company/brand access to over 14,000 students based across multiple different campuses through a range of marketing channels from experiential to online.

We offer a range of individual services but are also happy to create bespoke packages designed exclusively for you to achieve your campaign objectives.

If you want to run, or sponsor an event throughout the year then please get in touch and we can discuss your options.



WHAT WE CAN OFFER

- Face-to-face opportunities
- Online advertising
- Onsite advertising

EXAMPLES OF WHO WE WORK WITH

- Domino's
- German Doner Kebab
- RSPB
- Deliveroo

+ MANY MORE

STATS

3K

Facebook followers

2.2k

Instagram followers

3.1k

Twitter followers

32k

Annual website users

Number of students and stats correct at the time of publishing 05/01/22

UOS UNION

FACE TO FACE

INDOOR SPACE

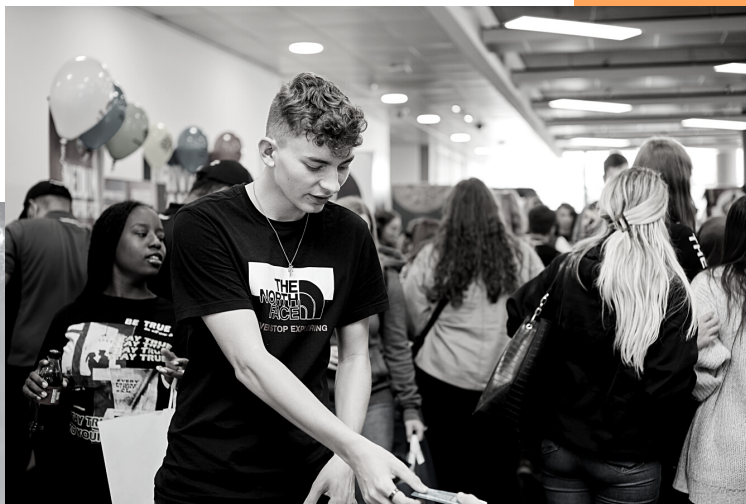
Our Waterfront foyer area is the thoroughfare to lecture rooms, café and staff offices. An area of high footfall in the heart of the campus, our foyer is the perfect place for your brand to interact with students.

£250.00

OUTDOOR SPACE

Waterfront plaza is located on the Ipswich marina where students and the general public love to hang out. The space is available for vehicles and other large set ups, making it ideal for brand activations.

£350.00



All prices are subject to VAT at the current rate

UOS UNION

ONLINE OPPORTUNITIES

WEB BANNER

Located in a prominent position on the official Students' Union website uosunion.org our banner adverts provide the perfect visual opportunity online. Through the use of URL linking, our banners provide an effective method to take students directly to your website, increasing traffic and awareness.

SOCIAL MEDIA POSTS

We can offer bold and effective social campaigns for your brand, with a strong and engaged following on our Facebook, Twitter and Instagram pages. We can also post Instagram reels your brand has created.

£100 for one week
£150 for two weeks
£250 for four weeks

£50 for 1 post
£75 for 2 posts
(per channel)
£75 for Instagram Reel



All prices are subject to VAT at the current rate

ONSITE OPPORTUNITIES

DIGITAL SCREENS

Our screens offer a visually attractive and cost effective marketing opportunity to engage with your target audience. We have 2 screens located across the Students' Union building - your ad will show for 10 seconds on rotation throughout the day, over a normal day it will show around 700 times.



£150 for one month
£200 for two months

EVENT ENGAGEMENT

EVENT SPONSORSHIP

Sponsoring an event is a great way to generate awareness of your brand to a direct target audience whilst getting additional exposure through various media channels.

As a Student Union we organise many different events throughout the year and we can work with your brand to design bespoke packages that work for you.

Examples:

- logos on posters and web banners
- presentation opportunities and on-stage mentions
- organise activities and engage with audience face-to-face

various price packages
available



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