

Hertfordshire
Students' Union

MEDIA PACK



@HertsSU | hertfordshire.su

Hello

We're Hertfordshire Students' Union, a registered charity that works closely with the University of Hertfordshire to improve the student experience. Herts SU is at the focal point of student life at the Uni of Herts, offering a wide range of services for the benefit of students. We represent students, provide them with exciting opportunities beyond the classroom and support them during their time at uni.

Partnership & Event Sponsorship

We're keen to develop strong partnerships with excellent brands that want to gain traction in the student market and are open to long-term arrangements. If long-term support would be of interest to your company, please get in touch so we can develop a bespoke package for you.

We run a range of large-scale events throughout the year, each offering a fantastic and unique opportunity for your brand to gain exposure and get involved in something fun! Highlights of our annual events calendar include Welcome Week, club nights throughout the year, the Students' Union Awards and Summer Ball.

Partner With Us

We know more about our students than anyone else. Based on feedback and insight, we are the experts on campus on all things student life. With a range of far-reaching channels available both online and across our campuses, we can offer your company or brand a unique opportunity to engage with more than 25,000 students and build lasting relationships. We are sure that with the correct package, your brand will reap the benefits of reaching our vibrant student market.

Our diverse, vibrant student population engage with us in many ways. Our welcoming campuses draw thousands of students to site year-round. We are also proud to have a huge national and international presence, with a large pool of commuting and international students making up our student demographic. As such, we have a number of digital, physical and face-to-face marketing opportunities, with the option of building you a bespoke package to suit your needs.

Contact Us

If you're interested in becoming a partner or event sponsor, any of the opportunities listed in this booklet or building a custom package for your brand, please don't hesitate to get in touch!

01707 285000



mediasales@hertfordshire.su



Please note, all prices listed in this Media Pack are subject to the current VAT rate and booking conditions.

THE PROOF IS IN THE NUMBERS

«**25,000**
students

10,000
students
@ Welcome Fair

48,000 + likes 
47,000 + followers

 12,000 +
followers

«**264,000**
website sessions
across the academic year

8,000 + 
followers



FACE-TO-FACE OPPORTUNITIES

Meet our students on campus and promote your business on a personal level. We have a range of spaces available both indoor and outdoor to suit the needs of your campaign. Whether it's to distribute samples, collect data or increase brand awareness through experiential activity, onsite spaces at the University of Hertfordshire provide one of the most effective marketing channels to engage with our students.

You can have an outdoor stall in Union Square, just across from the campus' main transport hub and the EleHouse, the University's pub. Indoor stalls are available in The Forum building which houses the University's restaurants, coffee shop and retail outlet. Both Union Square and The Forum are at the heart of social activity on campus, with thousands of students passing through these spaces each day.

We also have flagship events throughout the year that you may wish to attend, such as the Welcome Fair and Christmas Market.

Contact us today!

mediasales@hertfordshire.su
01707 285000

Indoor Stall

The Forum, College Lane

National Company **£400**

Local, Independent Company **£200**

Registered Charity **£100**

Outdoor Stall

Union Square, College Lane

National Company **£650**

Local, Independent Company **£200**

Registered Charity **£100**

Multiple day rates available upon request.
Gazebos available for hire for an additional **£50**, subject to availability.

All prices are per day (9am-5pm)

A photograph of a modern university hallway with a high ceiling, wooden beams, and a large staircase. The image is overlaid with a semi-transparent red filter and several geometric shapes: a teal triangle in the top right, and three overlapping tilted rectangles in teal, white, and dark blue. The text 'DIGITAL OPPORTUNITIES' is prominently displayed in the lower-left area, with 'DIGITAL' in white and 'OPPORTUNITIES' in teal. At the bottom, the word 'DIGITAL' is written in large, thin, pink-outlined letters.

DIGITAL OPPORTUNITIES

DIGITAL

SOCIAL MEDIA

With a large outreach across our social media channels, our platforms give you quick access to our engaged students. Consider socials an efficient, cost-effective way for you to reach our student population.

Facebook

3 posts = **£150**

Artwork must be 940 x 788 px in PNG or JPG format

Twitter

3 posts = **£150**

Artwork must be 1,600 x 900 px in PNG format

Instagram Feed

1 post = **£100**

@forumhertfordshire account only

Artwork must be 1,080 x 1,080 px in PNG or MP4 format
Videos must be no longer than 60 seconds

Instagram Stories

3 posts = **£200**

Save your Instagram Story to our dedicated Highlight for 3 up to months for an additional **£50**

Artwork must be 1,080 x 1,920 px in PNG or JPG format
Videos must be no longer than 15 seconds

Social Media Bundle

3 x Facebook, 2 x Instagram Story, 1 x Instagram Feed + 3 x Twitter posts = **£850**

Please view artwork conditions above

Single post prices available upon request

Contact us today!

mediasales@hertfordshire.su

01707 285000

WEBSITE

Our website is accessed by all students at the University of Hertfordshire. It is our central digital presence that students come to for all their needs – social, academic and support. Having a feature on our website means you can promote your services to students with a click-through link that sends them straight to your page.

Web Banner

The scrolling banner in our dedicated 'student deals' section at the bottom of our homepage gives you a prime spot on our website, with the chance to link directly to yours

1 week = **£150**

2 weeks = **£250**

1 month = **£350**

1 term = **£1,250**

Artwork must be 2,000 x 600 px in PNG format

Webpage Feature

A feature on our Partners & Sponsors webpage gives you a permanent space on our website with the chance to link directly to yours

Full academic year = **£250**

Artwork must be 1,300 x 600 px in PNG format. Copy of 20 – 30 words must be provided

Contact us today!

mediasales@hertfordshire.su

01707 285000



EMAIL

With direct access to the inboxes of thousands of students, we have always found emails to be our best performing digital channel.

COMMERCIAL

We have a custom mailing list with more than 6,000 students that have opted-in to hear all about our commercial and partner opportunities

Advert

Feature your logo or a custom advert in The Forum Hertfordshire's weekly events email

1 week = **£200**

Artwork must be 650 x 100 px in PNG format

Bespoke Email

Send out your very own email via The Forum Hertfordshire

1 email = **£500**

STUDENT NEWSLETTER

During term time we send a weekly newsletter to all of our students to let them know about upcoming events and opportunities. You can be a part of this and reach over 25,000 students

Advert

Feature your logo or a custom advert in Hertfordshire Students' Union's weekly newsletter email

2 weeks (1 advert per week) = **£1,000**

Subject to student relevance



Contact us today!

mediasales@hertfordshire.su

01707 285000

DIGITAL SCREENS

Digital screens provide you with a cost-effective, more eco-friendly way of displaying your message on campus. We have a handful of 50" HD screens positioned in high footfall areas on our College Lane campus, giving your brand maximum exposure.

We also have 8 screens in our nightclub that holds a capacity of 1,100 people. The Forum Hertfordshire hosts all the major student nights on campus, in addition to a range of corporate hires and society events.

Campus, College Lane

2 weeks (1 advert on all 5 screens) = **£300**

Artwork must be 1,080 x 1,920 px in JPG or MOV format
Videos must be 10 seconds without audio

The Forum Hertfordshire Nightclub, College Lane

2 week (1 advert on all 8 screens) = **£450**

Artwork must be 1,920 x 1,080 px in JPG or MOV format
Videos must be 10 seconds without audio

Contact us today!

mediasales@hertfordshire.su

01707 285000



PRINT OPPORTUNITIES

Promote your brand far and wide with the print opportunities we have available across both campuses.

Posters

Feature your artwork in one of our poster frames, available in key locations across both campuses

Halls of Residence, College Lane
1 month = **£350**

50 x A3 printed posters must be supplied by client

Campus, College Lane & De Havilland
1 month = **£250**

6 x A1 printed posters must be supplied by client

Flyers & Leaflets

We can offer flyer & leaflet distribution in high footfall areas across both campuses

1,000 flyers or leaflets = **£300**

1,000 x printed flyers or leaflets must be supplied by client



Contact us today!

mediasales@hertfordshire.su

01707 285000



@HertsSU | hertfordshire.su