

ASTON UNIVERSITY STUDENTS GUILD

MEDIA PACK

2011 - 2012

With Aston being positioned closer to the City Centre than any other Birmingham University, promotions on Aston's campus are a must for any student-focussed business in the area.

Aston Students' Guild has decades of experience in helping organisations of all sizes communicate effectively with Aston students. The extensive range of promotional opportunities we have available allows us to tailor packages to meet your specific requirements, and provide solutions to fit any budget.

Aston has a close-knit community where word travels fast. If you want your product or service to be the one on everybody's lips, call us now to find out how we can help!

We look forward to hearing from you soon!

THIS PACK INCLUDES:

**Freshers' Fair - Freshers' Mailout - Freshers' Guide
Wallplanner - Ambient & Direct - Press Advertising
New Media - Sponsorship Opportunities**

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WWW.ASTONGUILD.ORG.UK



FRESHERS FAIR / FRESHERS MAILOUT

Freshers Fair

2,500 new students plus our returning students will descend on Aston Students' Guild for The Freshers' Fair on Sunday 2nd October. The purpose of this event is to provide students with all the information they need for the year ahead, so presenting your product or service on this day will position it as an essential part of life at Aston.

Our stands are split into three categories based on the level of footfall that will go past them. Premium stands are opposite or adjacent to entrances and Ultimate stands are in the Guild Foyer (where everybody passes through).



Power is available but limited - please book early to avoid disappointment. All stalls also have space for backing boards but unfortunately we are unable to provide them for you.

	Details	Cost
Standard:	Guild Hall, The Blue Room or Woodcock Sports Hall	£500
Premium:	Prime location in the Guild Hall, The Blue Room or Woodcock Sports Hall	£650
Ultimate:	Guild Foyer	£700

Freshers Mailout & Returners Mailout

In late August (after clearing) we send Direct Mail to approximately 1,500 new students at their home addresses. The pack we send contains a welcome letter from The Guild President, a Freshers' Pass and The Freshers' Guide, but it could also contain promotion for your organisation. Inserts in or sponsorship of the Mailout are ideal if you need to communicate with students and/or their families before they leave for University. A further 1,000 packs are given to overseas students when they arrive.

We also produce a mailing which goes to 3,000 of our returning students. Sponsorship, inserts and adverts in the handbook are also available for this mailing, which is ideal for communicating with our wider student population.



	Details	Cost
Freshers' Inserts:	Max size A4 - Max weight 15g	£1000
Refreshers' Inserts:	Max size A4 - Max weight 15g	£1000
Mailout Sponsorship:	Inc full page advert in Freshers' / Returners' Guide, one insert & branding on envelopes	£1100
Freshers' Pass Sponsorship:		£900
Freshers' /Refreshers' Guide Advert -	See Freshers' Guide section for info	

The **Freshers' Pass** is given to all new students who must carry it with them to all events. The back is available for sponsorship, as is the Mailout envelope.

If you need to communicate more information than can be fitted into an advertisement or you would like to include vouchers, coupons or application forms, then inserts are an ideal option. Very cost-effective and high-impact.

For information about the **Freshers' Guide**, see publications on page 3.

FRESHERS AND RETURNERS GUIDES/WALLPLANNER

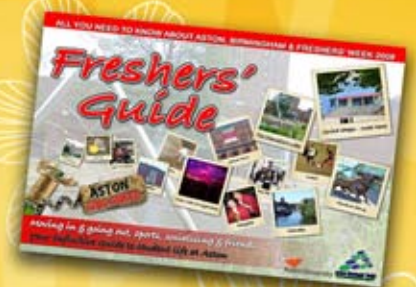
Freshers' & Returners Guides

This A5, full-colour booklet is intended as an introduction to Aston University, The Students' Guild and Birmingham in general. We produce 2,500 copies of the guide, and they are distributed as part of the Freshers' Mailout.

We also produce 3,000 additional guides specifically tailored to our returning students.

Advertising and sponsorship are available, as well as the opportunity to add your organisation details to the Directory section of the guide.

- Sponsorship £900
- Double-page ad 420mm x 148.5mm £600
- Full-page ad 210mm x 148.5mm £450
- Half-page ad 105mm x 148.5mm £300
- Quarter-page ad 105mm x 74.25mm £200
- Directory listing £50



Wallplanner

Each year we print 2,500 A1 wallplanners, which get distributed to new and returning students at the Freshers' Fair.

The wallplanners are always popular with our students and go up on walls in most student accommodation. Placing an advert on these wallplanners provides cost-effective, year round promotion.



- A7 Advert £450

Sponsorship Opportunities

As described in the previous sections, the Mailout, Freshers' Guide, Freshers' Pass and Wotsup are all available for sponsorship. However, other sponsorship opportunities are available:

Aston Aunties



The Aston Aunties are a group of approximately 170 returning students who volunteer to help Freshers settle in and find their way around Aston. They are selected by The Guild Executive and are on-hand night and day to carry belongings, answer questions and generally make new students feel at home. All the Aunties proudly wear their Aunties' T-shirts throughout Freshers' Week, so students who need assistance can spot them easily. Sponsoring the Aunties (and their T-Shirts) costs £1,400 and is a great way to make a lasting impression on all those involved with Freshers' Week.



Events

A very effective method of catching our students' attention is to sponsor their fun! There is an event of some sort every night during Freshers' Week plus several others throughout the year and you could sponsor as many or as few as you would like. Sponsoring an event, or series of events, means your branding will go on all the promotional material plus you can have branding within the event itself. On top of this, you can be there yourselves to talk directly with students and see how effective your investment has been. The cost of event sponsorship is dependent on exactly what you want so please contact us for details.

Poster Sites

We maintain over forty poster sites throughout the campus, including bars, cafeterias, lecture theatres, student accommodation and major thoroughfares. All are lockable (so no tampering!) and are regularly maintained.

Bespoke packages can be arranged with significant discounts. Discounts can also be offered if booking more than one media type.

Details	Week	Month
10 x A4	£20	£70
10 x A3	£30	£110
10 x A2	£40	£140



Flyer Distribution

Our dedicated Promotional Team can distribute your literature across the campus. Distributing through Aston Students' Guild is the only way to guarantee that your material will be received by our students. No other organisation is allowed to undertake promotion on campus.

	Self Distributed	ASG Promo staff
Flyer Distribution	£110/1000	£150/1000



Marketing Stand

A great way to meet our students face-to-face and put the personal touch into your campaign. Ideal for experiential brand promotions, sampling, informational displays & points of contact. We can offer packages combined with any other marketing opportunities in order for you to maximise your on-campus exposure for the duration of your campaign.

	Details	Cost
Marketing Stand	Guild Foyer, Blue Room or Outside	from £150 per day



NEW MEDIA

Web Banners

We have nearly 11,000 users registered to our website and almost 1 million hits per month. With figures like that can you really afford to ignore a medium that gives you so much exposure?

We can guarantee you the exposure that national student websites promise but don't deliver. Please contact us regarding national or regional campaigns.

We also offer the option to have a news article on our homepage a logo in the navbar or complete website branding.



File Type	Dimensions	Duration	Cost
GIF	390px x 68px	Month	£215.00



Email & SMS Messaging

Target over 10,000 students directly. A very cost-effective way to communicate on a personal level with your target market. Also very effective promotion-led marketing.

	Details	Cost
Email	10,800 recipients	£1,080
SMS	2,500 recipients	£300

Aston TV

Aston TV is our very own in-house television network with five 42" plasma screens in the Guild Foyer, The Blue Room/Subway and B4 Bar. Make the most of still or moving images to capture our students' attention while they relax, chat and party throughout the Guild venue.

Length	Details	Week	Month
10 Sec	FLASH (856x480)	£35	£120
20 Sec	FLASH (856x480)	£55	£180
30 Sec	FLASH (856x480)	£65	£200
	JPEG (856x480)	£35	£120



DISCOUNTS

Multiple Media

2 media	10%
3 media	20%
4 media	30%
5 media	40%
6+ media	50%

These discounts apply to all media

Repeat Bookings

2 bookings	10%
3 bookings	20%
4 bookings	30%
5 bookings	40%
6+ bookings	50%

These discounts apply to E shots, Aston Times, SMS, Watsapp, Market stalls, and Leaflets

Extended Bookings

1 month	10%
2 months	20%
3 months	30%
4 months	40%
5+ months	50%

These discounts apply to SubTV, Web banners and Posters where standard prices are per week