



James Watt Statue on campus

**STUDENT
UNION**
HERIOT-WATT UNIVERSITY

MEDIA PACK 2018



We are based on the grounds of the Heriot-Watt University campus in Edinburgh, set over 380 acres of parkland which offers a unique environment for our students. The campus is home to 8000 students with 2000 living on campus and over 1800 staff members.

**Please note that prices outlined in this Media Pack are for term time only. For marketing bookings during Freshers Week please download our Freshers Pack hwunion.com/advertising*

We can offer your company an ideal place to extend its reach to the unique student market. University is usually a student's first time living away from home and is a time in which they start to form brand loyalties. Our location on a secluded campus based University means we have a steady flow of student interaction, with many students relying on the services we provide. This is an excellent opportunity to get your brand noticed and take advantage of our advertising opportunities.

For more information regarding these marketing opportunities, or for other enquiries please contact:

Sean Murphy Marketing Coordinator

T 0131 451 5333 **E** sean.murphy@hw.ac.uk

ADVERTISING THROUGH MEDIA ISN'T THE BE ALL AND END ALL OF MARKETING.

FRESHERS FAIR

Every year Heriot-Watt University welcomes 2,000 new students to our campuses. The Student Union organises the Freshers Fair during Freshers Week. This gives the University's clubs and societies the perfect opportunity to recruit from and engage with the 8,000 students that come to Heriot-Watt University campuses every year. The Freshers' Fair would offer you the same opportunity to promote your product / service or simply raise your company profile amongst the student community.

For more information and for prices download our Freshers Fair Pack from hwunion.com/advertising or contact Gillian Fortune at g.j.fortune@hw.ac.uk

TRADE STALLS

Sometimes speaking directly to your clients can have the best impact for promoting your brand. That's why we offer trade stalls during term time so you can come and talk to our students directly. Trade stalls consist of a table in our Union foyer with access to Wi-Fi and electricity.

Full Day Stall

£200 + VAT

Charity/Startup

£75 + VAT

POSTERS

On-site promotions are a great way to engage and interact with our students. Our union is used daily by many students for a variety of reasons, whether it's hanging out in our pub Geordies, grabbing a bite to eat at our café Libertys or societies making use of our many venues. This is a perfect opportunity to get your brand noticed by students. We have poster boards in our Union building and in the University main building. We update our poster boards regularly and make sure that only approved posters are featured.

5 x A3 | Week

£50 + VAT

NEVER STOP BUILDING YOUR AUDIENCE.



DIGITAL SCREENS

Around campus we have 5 screens placed in prominent areas with high student footfall, including our foyer and Student Shop. This is a great opportunity to get your business noticed by our students. We can offer 8 second advertisements in a 2 minute rotation.

1 week ad **£150 + VAT**

1 month ad **£550 + VAT**

WEB BANNER

Heriot-Watt University Student Union's website has on average 72000 views a year, with 7700 unique visitors in the month of September alone. Our highly visible ads, positioned prominently on our homepage as well as every subsequent page, offer a direct link to the client's website. Your advert will be part of a rolling banner with no more than 3 displayed at a time.

1 week ad **£150 + VAT**

1 month ad **£500 + VAT**

SOCIAL MEDIA

With over **8250** likes on our Facebook and **3500** followers on Twitter, Social media is possibly the quickest and most effective way to get your message out there. We also have a growing Snapchat and Instagram following and believe these are the future of social media. We offer two options to advertise through our social media, but do get in touch if you have other ideas for a social media campaign.

A) Facebook Post + 2 tweets **£100 + VAT**

B) Snapchat/Instagram Post **£50 + VAT**



DIGITAL PACKAGE

We have developed a digital package deal, so your company can get the best out of our advertising services.

This is one of the most economic and comprehensive ways to get your message to students. With three different platforms across our digital media, you're guaranteed to get noticed by a large number of students.

1 week Digital Screen

1 week Web Banner Advert

Social Media Post

£360 +VAT



ROOM HIRE

We have spaces available in our building for hire. These rooms are perfect for holding meetings, conferences and even events.

To the side is a note of our available rooms and their capacity. If you are interested in hiring a room please contact;

Chris Skene Food & Beverage Manager

E c.skene@hw.ac.uk **T** 0131 451 5333

Please note that our room hire priority is given to our students and societies.

Committee Room 1 - 32 Sitting / 45 Standing

Committee Room 3 - 6 Sitting / 12 Standing

Committee Room 4 - 9 Sitting / 18 Standing

Zeros - 450 capacity - dependent on layout (130 seats available with 12 small tables)



SPONSORSHIP

Throughout the year, we host lots of events and activities to ensure our students get the best out of life at Heriot-Watt. These can range from evening social events such as pub quizzes and club nights, through to diversity awareness and health campaigns like International Week or Exam Stress awareness. If you would like to discuss sponsoring an event or activity, either through logo inclusion on promotional materials, free give-aways or product sampling then please get in touch.

DESIGN SERVICE

If you don't have the time or resources to create your advertisement, we can offer you a design service. We offer slots of 2 hours of design charged at £75 with our in house designer. We can help to design flyers, posters, web adverts and digital screen promotions. Minimum of 7 days notice required before design slot can be booked.

CLIENT LIST

Here are some of the clients we have been proud to work with over the years. If you haven't already, then we'd love you to join our list.



ORDER FORM

Title of Campaign: _____

Description of Campaign (Please include company/product/service being advertised)

Order Details

Name: _____

Position: _____

Company/Organisation: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____

Campaign Details

Start Date: _____

URL Advert is to be linked to (if applicable)

Artwork/ Material will be sent by: Email Post

Finance Details

Purchase Order / Reference: _____

Media		Qty	Price	Total
Trade Stall	Full Day		£200	£
	Charity/Startup		£75	£
Posters	5 x A3		£50	£
Digital Screens	1 week		£150	£
	1 month		£550	£
Web Banner	1 week		£150	£
	1 month		£500	£
Social Media	Option A		£100	£
	Option B		£50	£
Digital Package	Package A		£360	£
Other				£
			Total	£

Please sign and date below that the information given above is correct. Please return the form to us either by email (*along with your official company purchase form if possible*). Where possible, please include a copy of materials to be distributed for reference.

Signature:

Date:

Please email completed form to sean.murphy@hw.ac.uk. If you have requested our design services we will contact you as soon as possible. Please email all artwork / content to sean.murphy@hw.ac.uk.