




Queen's University Belfast
Students' Union

Media Pack *2010/2011*

A photograph of a busy cafe or food service area. In the foreground, a woman is looking at a laptop. To her right, another woman is holding a piece of paper. The background shows shelves with various items, a counter with a coffee machine, and several hanging pendant lights. The overall atmosphere is warm and busy.

**In 2009/10 Queen's University
Belfast had 24,000 students
registered.
Every student is a member of
Queen's Students' Union.**

**If I were you and wanted to target 24,000 students,
I'd advertise in Queen's Students' Union!**



Contact

To find out more about the options available in this media pack, please contact our marketing department on
t: 028 9097 3106
e: sumarketing@qub.ac.uk

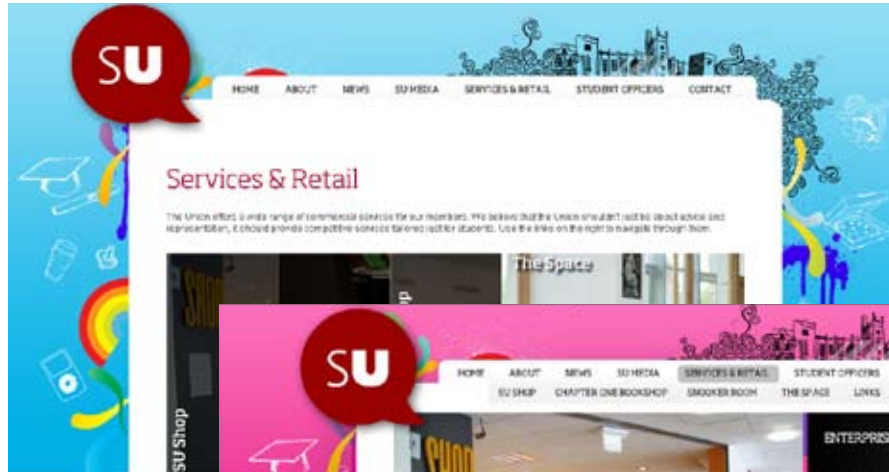
Website.

www.qubsu.org is the official website for Queen's University Students' Union. It receives in excess of 20,000 views per month. The website is used as a source of information, an updated calendar of events running throughout the SU, and as a forum for students to express themselves. It is also used by the 160+ clubs and societies that operate within the Union to interact with members, encourage new members to join, and generally boast about their exploits.

Website ad

£100 per week

Discounts for semester and year bookings.



FOR MORE INFORMATION CONTACT: **t:** 028 9097 3106 **e:** sumarketing@qub.ac.uk

The Student Handbook.

Distributed to new and existing students at the beginning of each academic year, this free annual guidebook is designed to highlight how an individual can make the most of their time as a Queen's student and member of the Students' Union.

Print run:	5,000
Issues:	One per year (Sept)
Size:	A5
Colour:	Full colour throughout

Full page	£900
½ page	£500
¼ page	£300



Enterprise SU.

The Students' Union now has a dedicated space for companies to promote employment opportunities and skill enhancing activities for its students. Located in a prime, high footfall site, Enterprise SU is an interactive and accessible space that can be hired to inform students about opportunities that your organisation can offer them.

In a competitive graduate recruitment marketplace, Enterprise SU provides a new experience in marketing employability opportunities to students. Companies seeking to build brand awareness to marketing savvy students can avail of this innovative and creative social space to effectively interact with the student body.

Enterprise SU can offer:

- Access to students in a prime location within the Students' Union
- A flexible space to engage with students through your choice of communication eg. presentations, interactive discussions, networking, workshops, etc
- Sponsorship opportunities; create brand awareness among the student body by becoming a sponsor partner in the many events and activities that take place throughout the year
- 24/7 branding presence via plasma screens, posters, display boards, flyering, etc
- Positive brand association and authenticity with Queen's University and Queen's University Students' Union

For a tailored quotation and more information, contact Co-ordinator Denise Murtagh on 028 9097 1065 or email enterprisesu@qub.ac.uk



Rates are negotiable and dependant on the type of usage and promotion required.

Plasma Screens.

Advertise on our new plasma screens ideally located at the main entrance, side entrance, enterprise unit and foyer.

Advert

£150 per week shown on
4 screens



Freshers' Bazaar.

One of the biggest events in the year, the Freshers' bazaar provides an ideal opportunity to target both newcomers and existing students. The Bazaar fills up most of the Students' Union, occupying The Space (the newly refurbished Beech room), and The Snack Bar, as well as corridors throughout the building and the ground floor foyer.

This is the ideal opportunity to reach as many students as possible on a one to one basis and exhibit your products and services. However, places are limited due to the number of Clubs and Societies and interest groups. **To ensure that you have a place at next years Freshers' Bazaar book your space NOW!**

2m x 2m stall	£850
4m x 2m stall	£1150
Voluntary/ Charitable organisations	£200

Welcome Packs.

The Students' Union provides 5,000 welcome packs providing one for every new student to Queen's. These packs are distributed throughout the Halls of Residence, one placed in every room. They are also distributed through the Students' Union at the beginning of the year.

1,000 Inserts	£160
5,000 Inserts	£600



Poster Sites.

We have a number of poster sites in prime locations within the Students' Union.

Up to A3	£8 per week per poster
A2	£12 per week per poster
A1	£18 per week per poster
A0	£25 per week per poster



Face to Face.

82 per cent of all Queen's students visit the Students' Union at least once a week, with over one fifth visiting on a daily basis.

Hire a stall in the foyer of the SU building and make direct contact with the students! Face to face communication with students is the ideal way to promote yourself, hand out leaflets or samples and even conduct marketing research.

Foyer stall 1/2 day	£150
Foyer stall whole day	£250
Foyer stall charity, not for profit org	Nominal Fee

Leaflet Distribution.

If you want to reach the large numbers of students passing through our doors but don't need a stall, why not hand out leaflets?

Our payment plan allows for two options. You can bring your own staff in and promote your company, its products and services or, if you don't have the time or the manpower, then we offer our cost effective marketing team who specialise in promoting products and services and engaging with students.

1,000 Leaflets [providing own staff]	£80
1,000 Leaflets [we provide staff]	£160

Graduation Special Offers.

The summer and winter graduations are an ideal time to communicate to graduates just as they leave university. Both summer and winter Graduation Photography takes place in the Students' Union each year creating an excellent marketing opportunity including – leaflet distribution, poster sites and penguin stands etc.

The Students' Union also offers you the opportunity to promote within the graduate mailing list which goes to all UK and Ireland based Graduates in early June (approximately 4 weeks before Graduation).

To find out more contact us on:

t: 028 9097 3106

e: sumarketing@qub.ac.uk

Room Hire.

Meeting rooms and conference rooms are available for hire and we also offer the opportunity to hire out the minds of some of the most honest and straight talking individuals in Northern Ireland today ie our students. We can organise for you to hire one of the meeting rooms and we will provide you with a focus group of students according to your specifications*.

**Focus group rates available on request.
Contact marketing on 028 9097 3106 or email
sumarketing@qub.ac.uk*

Meeting Room	Capacity	Full day rate	½ day rate
1	30	£100	£65
2	30	£100	£65
3	50	£120	£75
4	50 (can open up with room 3)	£120	£75

Enterprise SU - Prices on request

'The Space'

Room 1	200	£200	
Room 2	65	£100	
Breakout	130	£150	

Room hire is subject to availability.



The Space, Students' Union Awards 2010

Other opportunities.

Options include ticket sponsoring, club/society sponsorship, sporting events and club nights. With over 160 clubs and societies you're bound to find a particular group which grabs your target market.



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Discounts available for local businesses

Please note, the prices displayed in this media pack do not include VAT.

RATE CARD AT A GLANCE

Website.

Website ad	£100 per week
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The Student Handbook.

Print run:	5,000
Issues:	1 per year
Size:	A5
Colour:	Full colour throughout

Full page	£900
½ page	£500
¼ page	£300

Artwork supplied as jpeg, pdf, tif or eps.

Repeat advertisement discounts available

Poster Sites.

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Plasma Screens.

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Foyer stall charity, not for profit org	Nominal Fee

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1,000 Leaflets [we provide staff]	£160

Freshers' Bazaar

2m x 2m stall	£850
4m x 2m stall	£1150
Voluntary/ Charitable organisations	£200

Welcome Packs

1,000 Inserts	£160
5,000 Inserts	£600

Room Hire

Meeting Room	Capacity	Full day rate	½ day rate
1 OR 2	30	£100	£65
3 OR 4	50 (can open up to provide space for 100)	£120	£75

Enterprise SU – Prices on request

The Space

Room	Capacity	Full day rate	½ day rate
Room 1	200	£200	
Room 2	65	£100	
Breakout	130	£150	

Room hire is subject to availability.