



Bucks Students' Union Media Pack

Connecting your brand to over 10,000 students



**We can help
you reach 10,000
students**

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Bucks Students' Union is partnered with the Union of Brunel Students and handle all of their advertising and media bookings. We can offer package deals, across both sites, giving you the ideal opportunity to engage with even more students. Please contact us if you would like more information or to discuss package options for multiple sites.



Hello, we're Bucks Students' Union

Advertising and marketing opportunities with us are the most effective way of reaching students at Bucks.

This media pack will take you through the many exciting marketing and sponsorship opportunities that we have available. We hope that you find this pack useful in helping you choose the most suitable channel for your business or organisation.

Let's get started...

We're happy to work with you to find the best channels – that both fits your needs and budgets. We're always open to unique and innovative ways to create tailor-made packages, so feel free to get in touch with us.

For more information or to discuss any opportunities, please contact us at:

simon.mcdowell@bucks.ac.uk

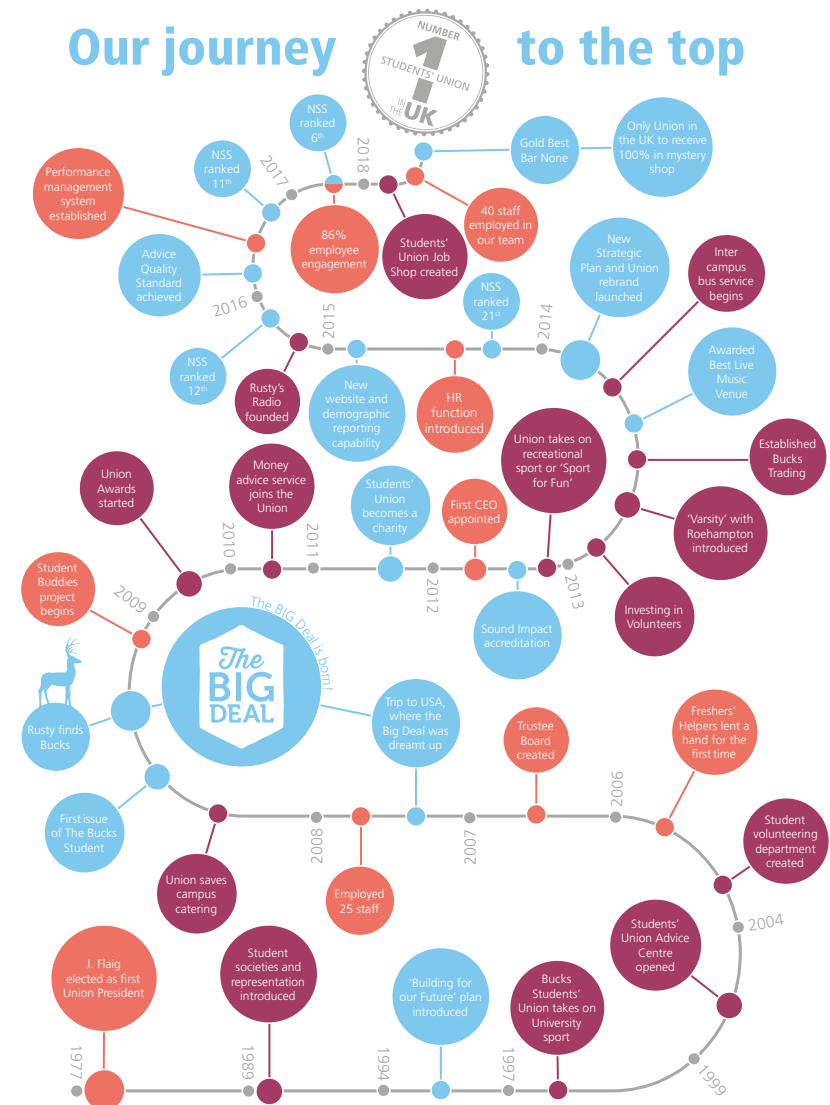
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Why us?

We are made up of all the students at Bucks New University – who are all members of Bucks Students' Union. We represent all students and are at the very core of the student experience with over 10,000 studying on a range of courses.

We are in an ideal position to provide effective marketing opportunities to our vibrant and diverse student population while offering your organisation access to our student body.

We are a registered charity, therefore, income generated through our advertising channels is reinvested into improving our services and ensuring that we offer the necessary support, to enable our members to succeed.

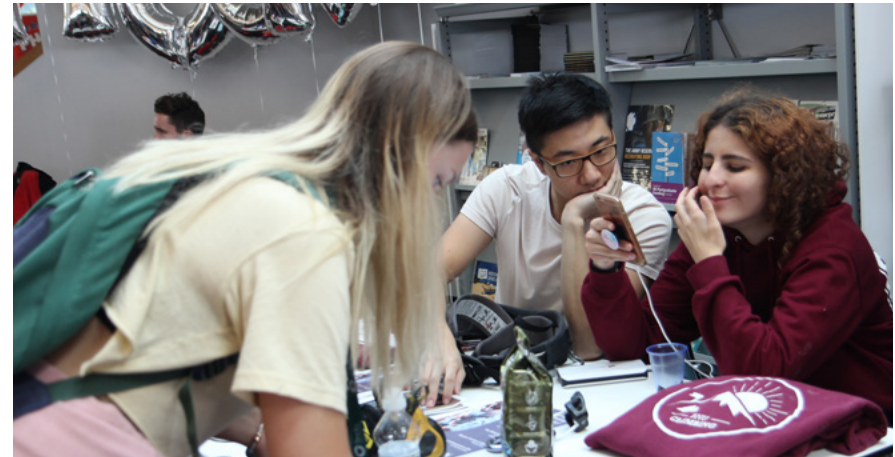


Freshers' advertising

Freshers' fairs

Our freshers' fairs happen right at the start of the academic year and offer a high footfall. We have, on average, over 2,000 new arrivals each year and there is no better way time to influence and nurture our members. A stall at any of our events, gives you the chance to exhibit, demonstrate and promote your products, or services, to enthusiastic and highly engaged members.

At every event, we can provide: a table, two chairs, space behind for pop-up banners and access to electricity and Wi-Fi, if required.



High Wycombe Campus

Thursday 24 September 2020, 10am-3pm

Standard stall	£475+VAT
Outside stall*	£450+VAT
Charity stall	£225+VAT

* We have a large concourse area outside the main Gateway building and can offer various sized spaces. You will, however, need to provide your own stall covering in the form of a gazebo, or similar.

Uxbridge Campus

Wednesday 23 September 2020, noon-3pm

Standard stall	£100+VAT
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Uxbridge re-freshers' fair

February 2021, noon-3pm

Standard stall	£60+VAT
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Freshers' advertising

Freshers' goody bags

We produce over 2,000 freshers' goody bags that get individually handed out at enrolment. This is an ideal opportunity to get promotional materials directly into the hands of students when they first arrive at Bucks and you can insert leaflets, brochures or promotional items.

Freshers' goody bag insert.£180+VAT



Summer mailout

Every August, we post over 6,000 welcome packs to both new and returning students. Each pack includes a number of different leaflets and guides from the Union and is the ideal way to engage with our members just before they arrive at Bucks.

Freshers' mailout (3,500 inserts)£500+VAT
Returners mailout (3,000 inserts)£430+VAT
Combined freshers' and returners (6,500 inserts). . £850+VAT



Freshers' advertising



Pre-freshers' newspaper

Within each summer mailout pack, we post out a pre-freshers' edition of the Bucks Student, our printed student newspaper. The pre-freshers' special contains heaps of useful information about freshers' fortnight and beyond.

Full-page advert	£350
Half-page advert	£200
Quarter-page advert	£125

Academic wallplanner (A2 size)

Our academic wallplanners are really popular with our members and highlight important events that are running throughout the year.

Half-page advert	£150+VAT
Quarter-page advert	£75+VAT

Be seen on campus

We are in a unique position to help your brand engage directly with our members through a wide range of different promotional opportunities.

We have exclusive distribution rights across all of our campuses and University managed halls.

Leaflet and product distribution

Distributing leaflets, vouchers, promotional items or samples is one of the best ways to directly engage with students. We have eager promotional teams who can distribute materials on your behalf, around our campuses.

1,000 leaflets distributed across campus £192+VAT

1,000 leaflets distributed across our cafes £120+VAT



Stalls on-site

On-site promotional stalls are a great way to engage with our members, face-to-face, at popular and high footfall areas around campus.

Day hire, in our venue £80+VAT

Week hire, in our venue £300+VAT

Based on Monday to Friday, 9am-5pm

Be seen on campus

Halls leaflet drop

We have around 700 rooms split across three different University managed halls, in High Wycombe. Advertising in halls takes your product or service direct to students and gets the information across to a captive audience.

Halls leaflet drop £360+VAT



Posters

Advertise around our campuses in popular, high footfall, areas.

One week £20+VAT
12 x A3 posters

One month. £50+VAT
12 x A3 posters



Let's go digital

Social media

Advertising on our social channels gives you the ability to target students instantly. You can use our channels to promote a product or service and provide a link through to your site or online presence.

Our main Facebook account has around 6,000 likes, Twitter around 7,500 and over 2,000 on Instagram.

Social media promotion £75+VAT

Price per channel

Digital screens

Bring your campaign to campus by promoting it across our digital screens, located at our busy reception area.

One week £45+VAT

Two weeks. £90+VAT

Website advertising

Our website, bucksstudentsunion.org, has in excess of 450,000 visits each year. Our banner adverts are highly visible on the homepage of our website and can link directly through to your site or online presence.

Website banner

One week £60+VAT

One month. £120+VAT

One term £360+VAT

One month. £180+VAT

One term £300+VAT

What we print

Membership guide

The membership guide covers all of the various ways that our members can benefit through their Students' Union and how to make the most out of their time at Bucks. Annually, we print 8,000 copies with the majority of guides being posted out as part of the summer mailout with the remainder being handed out at University open days and other key events.

Full-page advert (A5 size)	£500
Half-page advert (A6 size)	£300

Community guide

Our community guide covers all the essentials needed for moving into a new area – from fire safety to crime prevention – and is produced in partnership with Thames Valley Police and Wycombe District Council. Annually, we print 3,000 copies that are distributed within the first few weeks of the new academic year.

Full-page advert (A5 size)	£300
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The Bucks Student

The Bucks Student is our free student-led newspaper and is released every three weeks, during term-time, in both printed and digital formats. Each edition has a print run of 1,500 and is a great way to advertise directly to our members and staff.

Full-page advert	£350
Half-page advert	£200
Quarter-page advert	£125



Sponsor an event and be a part of something special

FestiBall

Our three-day, end of year, 'festival' has thousands of visitors right across the weekend and features headline artists, outdoor areas, a headphone disco and is a hugely memorable weekend.

Varsity

Our pinnacle sporting fixture of the year where we compete against the University of Roehampton in multiple fixtures with the winning side lifting the official trophy. This event is played at alternate universities on an annual basis.

Union Awards

The Union Awards is one of the most established events that we run throughout the year and formally recognises the successes and achievements of some truly inspirational students and members of staff.

Athletic Union Awards

This event is specifically sports-focused and celebrates the end of the sporting season with a range of different awards for both players and teams.



Various tailored packages are available for each event, please contact us to discuss how you and your brand can engage at any of these events:

simon.mcdowell@bucks.ac.uk

01494 601 600

Companies that trust us

Over the years, we've worked with small independent companies, right up to large corporate and national brands. Some of the brands, that we've had the pleasure of working with, include:



For more information or to have an informal chat about working together, please contact us: simon.mcdowell@bucks.ac.uk | 01494 601 600



Bucks Students' Union

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Bucks Students' Union is a registered charity - no. 1144820

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This media pack was produced by Bucks Students' Union, in May 2020, and is accurate at the time of going to press. Prices, quoted in this pack, are subject to change. Full terms and conditions can be found at bucksstudentsunion.org/advertise.