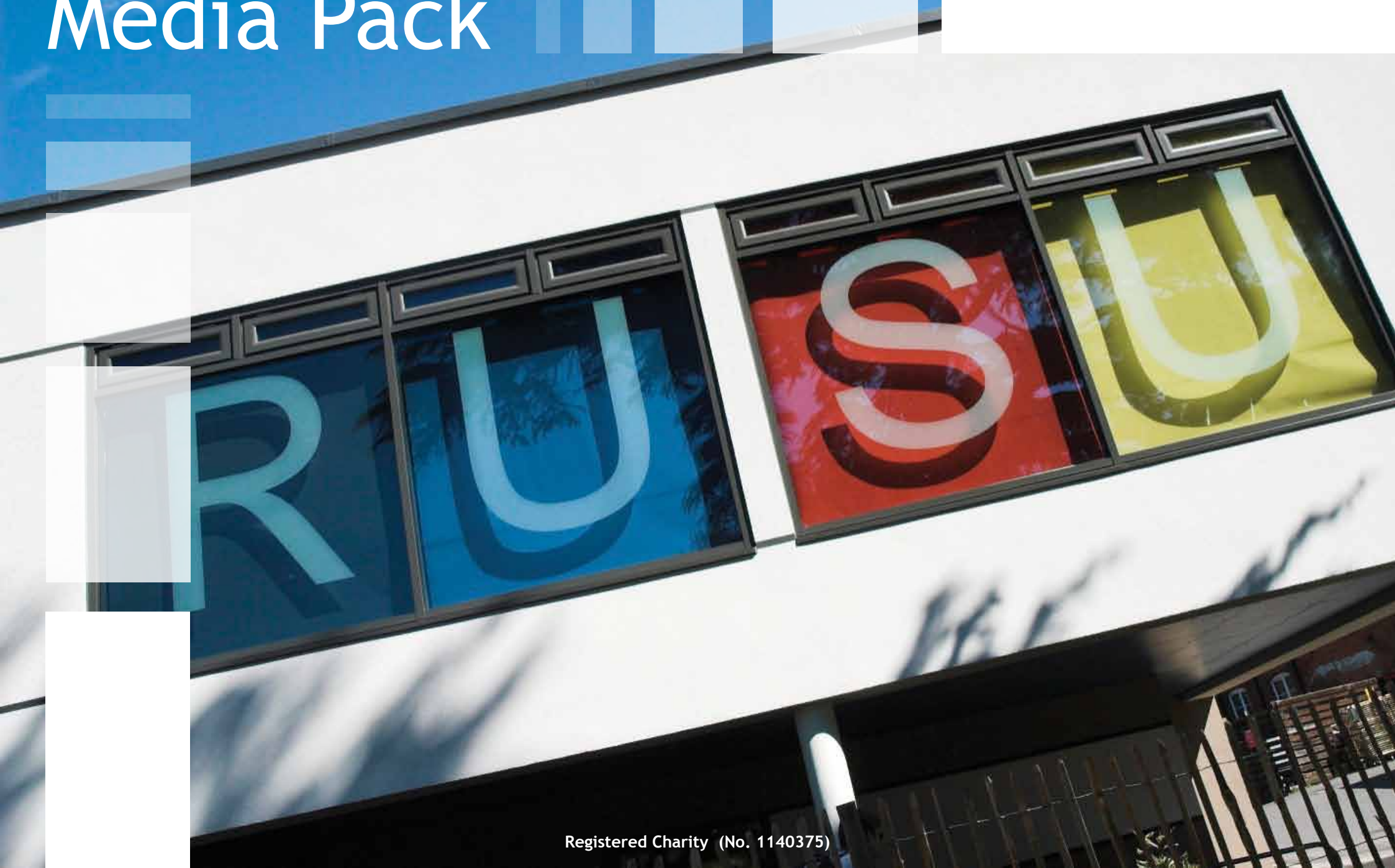
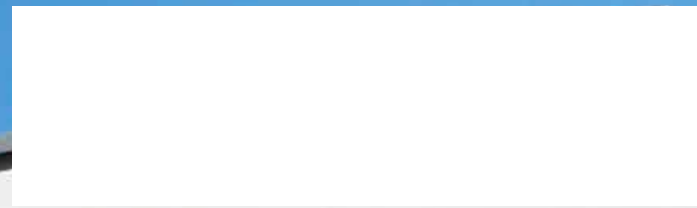
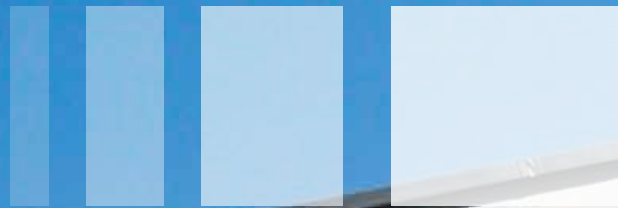


Reading University Students' Union

# Media Pack





*Led by students  
for stu*



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*Students*

## Why Advertise With RUSU?

Reading University Students' Union (RUSU) is a registered charity (No. 1140375) run by students for students.

All the revenue raised from advertising and sponsorship is spent on providing invaluable support and advice services to the students as well as funding our many sports clubs and societies. This is the perfect and official way to target around 20,000 students at the University of Reading.

The following information will outline and detail all the different media available to make it easy for you to choose the most suitable for your campaign. Whether this is through our website [www.rusu.co.uk](http://www.rusu.co.uk) or face-to-face with the thousands of students who live on campus.

**17,795**

students attend the University of Reading

**53%** 9,460 undergraduates

**47%** 8,305 postgraduates

**51%** 9,100 male

**49%** 8,665 female

**34%** 6,099 part-time students

**66%** 11,666 full-time students

**20%** 3,711 international students (non-EU)

*\*All figures are approximated and based on the 2010/11 Academic Year*

# So how can you reach them?

An advert placed in our free fortnightly tabloid newspaper

A poster service within the Students' Union building

Web banner on the RUSU website

Face-to-face student contact with stall hire

As well as a variety of sponsorship opportunities from events such as the annual Summer Ball to sports teams and societies



## AVERAGE STUDENT SPENDING (per week)

**£75<sup>.00</sup>** accommodation costs or rent

**£45<sup>.00</sup>** going out & entertainment

**£29<sup>.52</sup>** grocery shopping

**£25<sup>.00</sup>** travel & transport

**£ 9<sup>.40</sup>** course books

## TRAFFIC

Average 78,000 page views per month to our website

Average 5,000 daily footfall during Freshers' Fayre

3,000 circulation per fortnightly publication of Spark\*, our student newspaper

“Students are techno-savvy and perpetually connected making this the ideal platform for promoting your services.”

The Reading University Students' Union (RUSU) website is the perfect online branding and marketing opportunity. The site is accessed by both students and staff providing them with an assortment of information. This includes news on campus, entertainments, events, sports clubs and societies information and at the same time gives information on our services and support facilities.

Every student studying at the University of Reading has free access to the internet. This makes the RUSU website a highly attractive marketing outlet by offering direct access to the University of Reading community.

The website receives around 10,500 unique hits per month (this increases hugely in the Autumn term) and the site is featured on all of our Students' Union literature, campaigns and point of reference material.

The site also has a clickable banner system. Three banners can rotate at one time and are visible across all pages of the website.



Dimensions (width x height)	468 pixels x 60 pixels
Cost	£200/month
	£400/term
	£1,000/year
<i>All prices are excluding VAT</i>	

**rusu.co.uk**

# SPARK\*



## Artwork Specifications

All advertisements must be submitted in a PDF format, set to exact dimensions and a minimum of 300dpi, CMYK colour mode, fonts and images must be embedded and submitted by email.

Dimensions (width x height)	Cost
Half Page (Landscape) 285mm x 160mm	£250
Full Page (Portrait) 285mm x 330mm	£450

*All prices are excluding VAT*

## Deadlines & Publication Dates

For current term publication and artwork deadline dates please email [marketing@rusu.co.uk](mailto:marketing@rusu.co.uk)

## Discounts

5%	Two adverts booked
10%	Three adverts booked
20%	University of Reading departments
25%	Charity discount



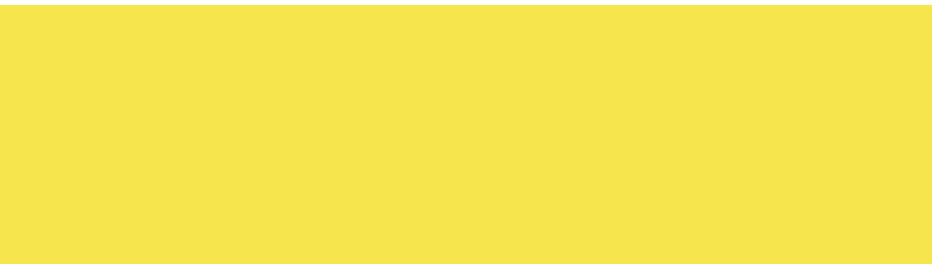
Spark\* is the University of Reading's independent student newspaper that is run by students and published by Reading University Students' Union.

A tabloid size paper with an average content size of 40 pages, Spark\* is printed in full colour throughout. Distribution occurs every other Friday during term.

With a target audience of over 20,000 students we currently have a print run of around 3,000. The paper is distributed across the University of Reading's three campuses as well as into the library, halls of residence and the Students' Union.

Issues of Spark\* are also accessible as an online publication on the Reading University Students' Union website, [rusu.co.uk/spark](http://rusu.co.uk/spark)

Spark\* offers a unique opportunity to get in contact with our students and staff while supporting the students with this not-for-profit publication.



our students will  
**READ ALL ABOUT IT**  
when you advertise here!

Wednesday 5<sup>th</sup> &  
Thursday 6<sup>th</sup> October

# Freshers'

This two day event is the perfect opportunity to break into the valuable student market and to promote your company and brand to around 5,000 first year students and a potential 6,000 returning students. This is the start of a most important time for freshers' and is a great opportunity to make an impression on them.

The Freshers' Fayre is renowned for being one of the most exciting events for the students and is an occasion not to be missed. Places are limited, so it is advisable to book early to avoid disappointment.

Price includes area (approx 2m x 2m), one table and two chairs. Electricity points are limited and supplied on a first come first served basis.

## Sponsorship

Become an official sponsor of the Reading University Students' Union Freshers' Fayre.

Sponsorship package includes:

- a stall on each day of the Fayre
- flyering or promotional item distribution on both days by one of our student staff
- A5 flyer insert into the Freshers' Mailing posted to 5,000 students at their home addresses before arrival at University

There are only two sponsorship opportunities available for each Freshers' Fayre.

## Freshers' Fayre 2011

Details	Cost
Premium Stall for one day	£600
Premium Stall for two days	£1,000
Standard Stall for one day	£550
Standard Stall for two days	£900
Charities (per day)	£65
Not-For-Profit Organisations (per day)	£300

*All prices are excluding VAT*

### Discount for Stalls at Freshers' Fayre

25% University of Reading departments

# Fayre

Details	Cost
Sponsorship of Freshers' Fayre	£2,750

*All prices are excluding VAT*



## Freshers Direct Mailing

Make an impression to around 5,000 new University of Reading students before they arrive. This medium can help you drive awareness of your brand or simply help to drive them to your stall at the Freshers' Fayre by mailing to their homes before they arrive.

### Flyer Specification

Flyer size up to A5 (210mm x 148mm). A weight restriction of 10g also applies (anything larger or heavier will need to be quoted for individually).

## Returning Students Direct Mailing

Mail out to 6,000 returning second and third year students direct to their homes before they return to the University of Reading after the summer vacation. A great way to remind the students of your brand and the benefits it can offer.

Inserts Deadline: Friday 19<sup>th</sup> August 2011  
Mailing: September 2011

Mailing Details	Cost
Freshers only	£185 per 1,000
Returners only	£185 per 1,000

*All prices are excluding VAT*

## Freshers' Package

Take the opportunity of promoting your brand through both the mailing and Freshers' Fayre channels at a discounted rate.

Details	Cost
Freshers' and Returners' Mailing and 2 day Stall Hire at Freshers' Fayre	£2,750

*All prices are excluding VAT*

Please contact us directly for any additional promotional activities we can run or help you with during Freshers' Week, i.e. flyering or any other specifics (extra charges apply) Please remember to book early.

# Direct



# Mailings

## Poster Panels

We offer a popular postering service, with high level exposure locations within the Reading University Students' Union building. We can take up to six A0 (841mm x 1189mm) size posters.

Positions are limited and available on a first come first served basis.

Details	Cost
A0 location for one month	£75

*All prices are excluding VAT*

## Stall Hire

Hire a stall for a day in a busy prime location within the Reading University Students' Union building. This is the perfect place on campus for face-to-face communication. By this means, you can raise brand awareness, perhaps gain student sign ups for graduate recruitment or volunteering, or use it for some simple qualitative market research. It is also the perfect location for leafleting and sampling.

Number of Days	Cost
One day	£150
Two days	£250

*All prices are excluding VAT*

## Flyering

Flyers are a great way to inform students about news, promotions and upcoming events. Why not take advantage of this means of communication by distributing flyers, promotional merchandise or samples in the Students' Union by the main entrance to the building and around the main footfall area. You can distribute flyers yourself or we can arrange for RUSU student staff to do this for you.

Details	Cost
Distribution by your staff for 1 day	£150
Distribution by RUSU student staff for 1 day	£200
Distribution by your staff for 2 days	£200
Distribution by RUSU student staff for 2 days	£300

*All prices are excluding VAT*

## Discounts for on-site activity

- 50% Charity discount
- 25% University of Reading Departments





**Reading University Students' Union is a registered charity and offers a wide variety of sponsorship opportunities to enable you to strengthen your brand. Sponsorship packages include different levels of brand presence adaptable to suit a variety of budgets.**

Opportunities include sponsorship of the Summer Ball, one of our sports clubs, sports events, Reading Knights, societies or Freshers' Fayre.

These events provide unique opportunities for sponsorship.

Choose which media best suits your business and contact us to see how we can tailor an individual package to suit your needs.

For more information on how to get involved with sponsorship at RUSU please contact our Marketing department by emailing [marketing@rusu.co.uk](mailto:marketing@rusu.co.uk) or by calling 0118 378 4100



## Reading Knights

'Reading Knights' brings all our sports clubs under one collective umbrella. Winners of the BUCS Most Improved University Award 2010 and with over 2,500 students taking part in sporting activities as well as a great supporting following, this is a huge opportunity for potential sponsors to raise their brand awareness.

Opportunities includes the Knights' Knews email newsletter, kit sponsorship, alumni sports day, varsity, coaching in the community, summer socials and the annual Sports Ball.

## Sports Ball

The highlight of the sporting year, this black tie event takes place in March and is accompanied by a three course dinner and entertainment. It runs like an awards dinner with presentations being made to top performing teams, presidents, committees and personalities.

Gold and Silver Sponsorships available.



## Societies & Volunteer Ball

The evening begins with a champagne reception followed by a two course dinner, awards ceremony and entertainment provided by our very own societies.

## Summer Ball

The highlight of the year with over 4,000 students attending. The Ball takes place in our three Union venues as well as the surrounding grounds and hosts a big top stage, fairground, outside bars and a food court.

Gold and Silver Sponsorship opportunities available - it is advisable to book early for this high sought after event.



## Freshers' Fayre

A two day event: Wednesday 5<sup>th</sup> and Thursday 6<sup>th</sup> October 2011, attended by 5,000 first year students as well as numerous returning students.

## Freshers' Ball

The main social event of Freshers' Fortnight with an average turnout of 4,000 students with special acts and DJ's.

# Sponsorship

# Quick

RUSU is a registered charity and our aim is to support and represent our student during their time at the University of Reading. Revenue raised from advertising helps us to achieve this aim. Your money is used to fund our student advice services as well as over 100 clubs, societies, media and volunteering activities.

*Thank you!*

Spark	Cost
Full Page 277mm x 346mm	£450
Half Page 277mm x 173mm (Landscape)	£250

Banner advertising on RUSU Website	Cost
	£200 per month
460 pixels x 60 pixels	£400 per term
	£1,000 per year

Freshers' Fayre	Cost
Premium Stall for one day	£600
Premium Stall for two days	£1,000
Stall for one day	£550
Stall for two days	£900
Charities (per day)	£65
Not-For-Profit Organisations (per day)	£300

Direct Mailing	Cost
Freshers Only (per 1,000 flyers)	£185
Returners Only (per 1,000 flyers)	£185

Direct Mailing & Freshers' Fayre	Cost
Freshers and Returners Mailing and two day Stall Hire at Freshers' Fayre	£2,750

Poster Panels	Cost
A0 location for one month (up to six locations may be available at one time dependant on availability)	£75

Stall Hire	Cost
Hire of Stall in RUSU for 1 day	£150
Hire of Stall in RUSU for 2 days	£250

Flyering Distribution	Cost
By yourselves for one day	£150
By RUSU Student Staff for one day	£200
By yourselves for two days	£200
By RUSU Student Staff for two days	£300

*All prices exclude VAT*

Please contact the Marketing Department for more information on sponsoring the Freshers' Ball, Summer Ball, Sports Ball, Volunteers Ball or any of our sports clubs or societies.

Please see the relevant pages within the media pack for discounts and other opportunities. We may also give discounts for multiple activity purchase so please email [marketing@rusu.co.uk](mailto:marketing@rusu.co.uk) for more information.

# Rate