



NTSU

NOTTINGHAM TRENT STUDENTS' UNION

#TRENT FRESHERS

MEDIA PACK 2021

Advertise your business to 11,000 students in Nottingham through our exclusive channels.



RESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS

THERE'S NO BETTER WAY TO CONNECT WITH STUDENTS THAN THROUGH THE STUDENTS' UNION

This September, we welcome 11,000 new students to start one of the most exciting chapters of their lives.

Most of our students will be living away from home for the first time, making them valuable potential customers. They will be developing brand loyalty that will last throughout their time at university and beyond, making this a unique opportunity for brands to maximise customer lifetime value.

Ask any student, and they will never forget their experiences over Freshers. Which is why this is a crucial time to introduce your brand and establish an emotional connection with them. Whether through face-to-face activity or our digital platforms, we have various options to help you get the most out of the Freshers period. It is literally a once-in-a-lifetime opportunity.



Our Freshers Fairs are one of the biggest advertising opportunities of the year. They are the perfect events to introduce your brand to our students face-to-face.

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Two 4ft. tables with backing board

#TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS

FRESHERS' FAIRS

DATES FOR YOUR DIARY

CLIFTON CAMPUS

MONDAY 20TH SEPTEMBER 2021

Premium stall: £600

Standard stall: £400

BRACKENHURST CAMPUS

TUESDAY 21ST SEPTEMBER 2021

Standard stall: £200

CITY CAMPUS

DAY ONE WEDNESDAY 22ND SEPTEMBER 2021

DAY TWO THURSDAY 23RD SEPTEMBER 2021

Premium stall: £1,200 / £2,000 (two days)

Standard stall: £750 / £1,350 (two days)

ALL PRICES EXCLUSIVE OF VAT

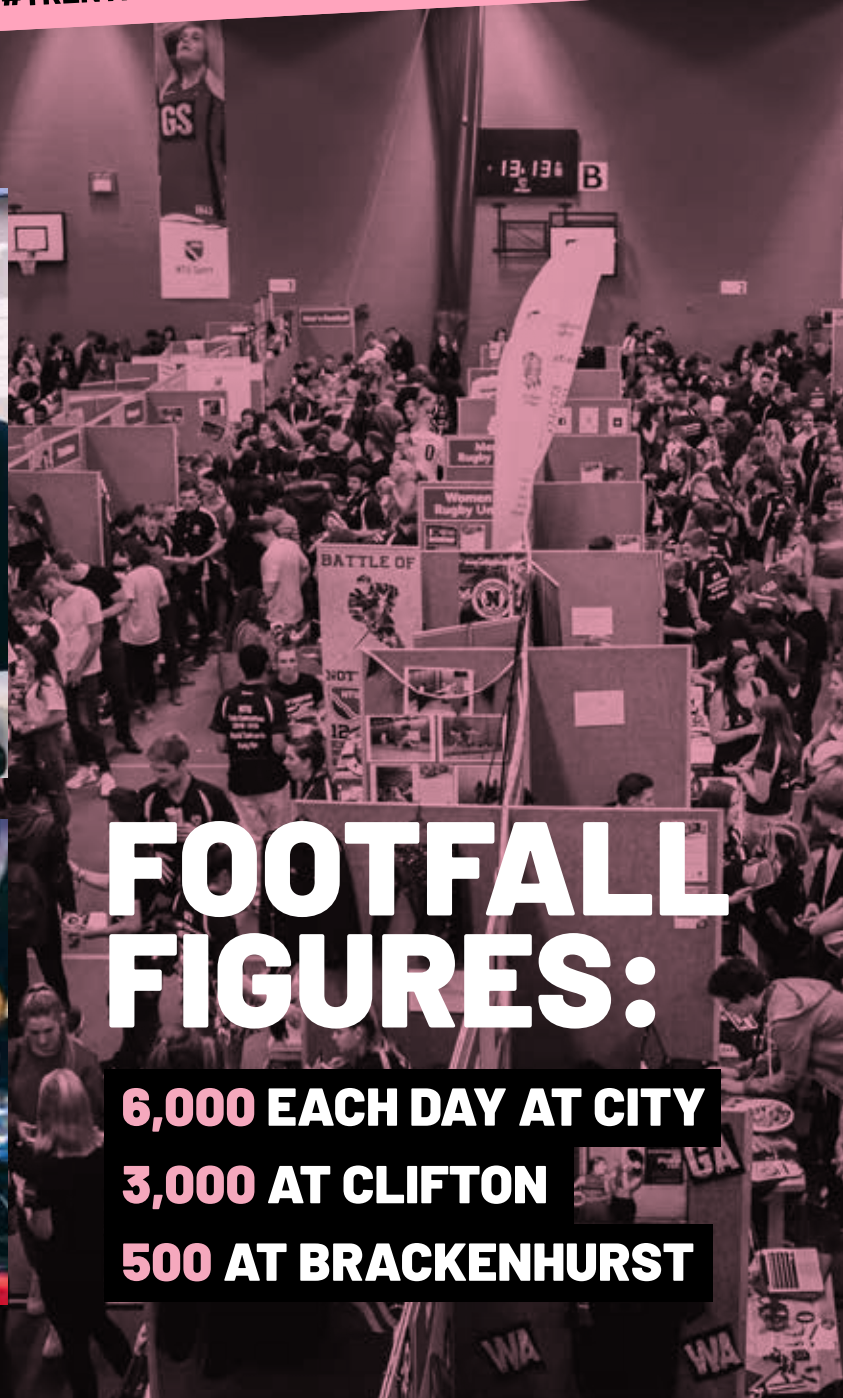


FOOTFALL FIGURES:

6,000 EACH DAY AT CITY

3,000 AT CLIFTON

500 AT BRACKENHURST





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BESPOKE SPACES AT THE FRESHERS' FAIRS

Our bespoke spaces at City and Clifton campus are available to use during the Fresher's Fairs. These spaces can be outside or inside and are perfect for larger activations.

Each year we organise flash mobs and street performances from our student societies, so if your activity is suited to open-air, why not become part of the activity outside?

PLEASE GET IN TOUCH ABOUT PRICES

MONDAY 20TH SEPTEMBER 2021

Clifton car park: 5m x 5m

WEDNESDAY 22ND SEPTEMBER 2021

City Campus Union Square: Outdoor 26m x 12m

City Campus stage: Indoor 10m x 10m

CHARITY DISCOUNTS

We offer discounts for registered charities. The fairs, however, are extremely busy and popular events, and we usually sell out of stall space.

As we wish to support charities, we encourage you to apply for a stall. You will be placed on a waiting list, and we will contact you in the 14 days before the event if there is space available so you can take advantage of our charity discount.

DIGITAL MEDIA

WEBSITE BANNER

Over 24,000 unique students visit our website every month, and a banner with a live link at the top of our official Students' Union homepage is a perfect way to draw their attention to your brand.

Results & Enrolment period (1 month from A-level Results day): £600
Extended entry period (2 months from A-level Results day): £800 First term (A-level results day until end of term one): £1,000

DIGITAL SCREENS

With over 50 screens and a combined footfall of over 16,000 across our City, Clifton and Brackenhurst campuses during Freshers' Week, these are a high-impact way to connect with our students every day.

EMAIL MARKETING

Reach the inboxes of up to 10,000 NTU students with an email. Our students opt-in to receive commercial emails, so you know they are interested in your message. (Our average email open rate stands at an impressive 50%, way above average.) Emails are the ideal way to communicate specific messages about your product and provide online CTAs.

During Freshers (September): £700
Post-Freshers (October): £600

THERE IS LIMITED AVAILABILITY FOR EACH OF THESE PRODUCTS AND THEY WILL SELL OUT, SO GET IN TOUCH EARLY TO AVOID DISAPPOINTMENT. ALL PRICES EXCLUSIVE OF VAT.



FRESHERS' TEAM TOPS

PROMOTIONAL STAND OR POP-UP FAIR

Dry hire: £600



#TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS #TRENTFRESHERS

A purple banner is strung across a wooden fence. The banner features the text 'Welcome to your Freshers Fair' in white, with 'Freshers Fair' being larger and bolder. To the right, the NTSU logo is visible, with 'NTSU' in large white letters and 'NOTTINGHAM TRENT STUDENTS' UNION' in smaller text below it. Below the logo, the hashtag '#TRENT FRESHERS' is printed in white. The fence is made of vertical wooden slats and sits on a brick base. In the background, a multi-story brick building with several windows is visible.

Take advantage of the great rates below when booking at the same time as your freshers fair.

ON-SITE PROMO STALL WAS £300
Clifton & City campuses

FOLLOW-UP SOLUS EMAIL WAS £600
Approx 8,000 students

NOW £700-£800 SAVE £200



CAFE





GET IN TOUCH

ADVERTISING

✉ advertise@su.ntu.ac.uk

trentstudents.org



TrentStudents



TrentSU

EVENTS

✉ thelevel@su.ntu.ac.uk

By contacting NTSU for the purpose of advertising you agree to our Privacy Policy found on trentstudents.org/privacy-policy/data-statement

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