



MEDIA PACK
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THIS PACK OUTLINES THE OPPORTUNITIES AVAILABLE TO ADVERTISE YOUR BUSINESS TO NTSU STUDENTS THROUGH OUR OFFICIAL CHANNELS

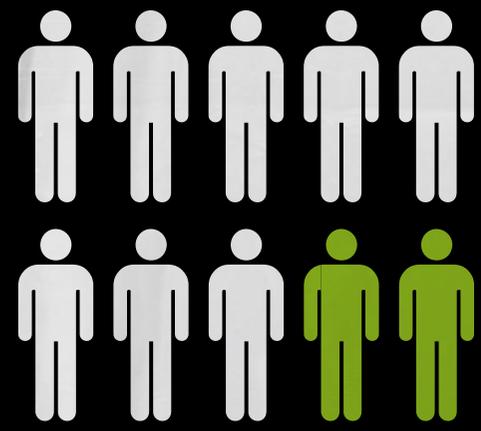
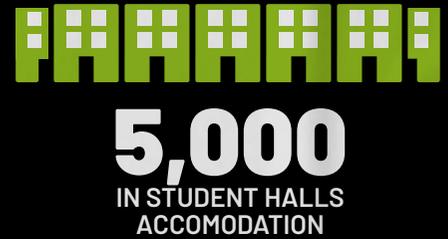
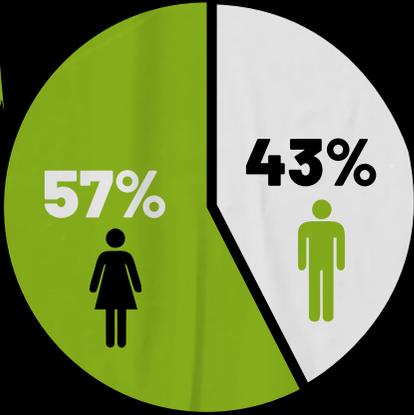


MEDIA PACK 2022 - 2023

NTSU
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OUR STUDENTS

Nottingham Trent University has over **38,000 students**. In this media pack, you'll find more information on how you can communicate with them through the Students' Union's advertising opportunities.



80%
UNDERGRADUATE

20%
POSTGRADUATE

DIGITAL CHANNELS

SCREENS

Our digital screens are a great opportunity to connect with the students in our venues. We have **over 50** of them across our three campuses.

£ **One week: £125 One month: £300**
One term: £600 One year: £1,500

WEBSITE BANNERS

With **over 24,000 unique visitors** to our website every month, a banner with a live link at the top of our homepage is the perfect way to draw attention to your brand.

£ **One month: £400 One term: £800**
One year: £2,000

EMAIL MARKETING

Reach the inbox of **up to 10,000 NTU students** with an email - ideal for communicating more complex messages and calls to action. We can segment our mailing list by demographics including gender, year of study, campus and age to deliver more targeted communications if you prefer.

40% typical open rate

6.5p per email *minimum cost for a direct email is £300

Send to entire demographic: £500

*prices are exclusive of VAT



DIGITAL
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ACTIVATIONS & UNION SQUARE

Want to engage with our students face to face? Our promotional stands at City and Clifton campuses are ideal for activations, distributing samples, and increasing brand awareness.

CITY CAMPUS

Indoor: **£300** (2mx2m)

Union Square: **£600*** (20mx10m)

2,000 daily average footfall

CLIFTON CAMPUS

Indoor: **£200** (2mx2m)

Outside: **£400** (4mx4m)

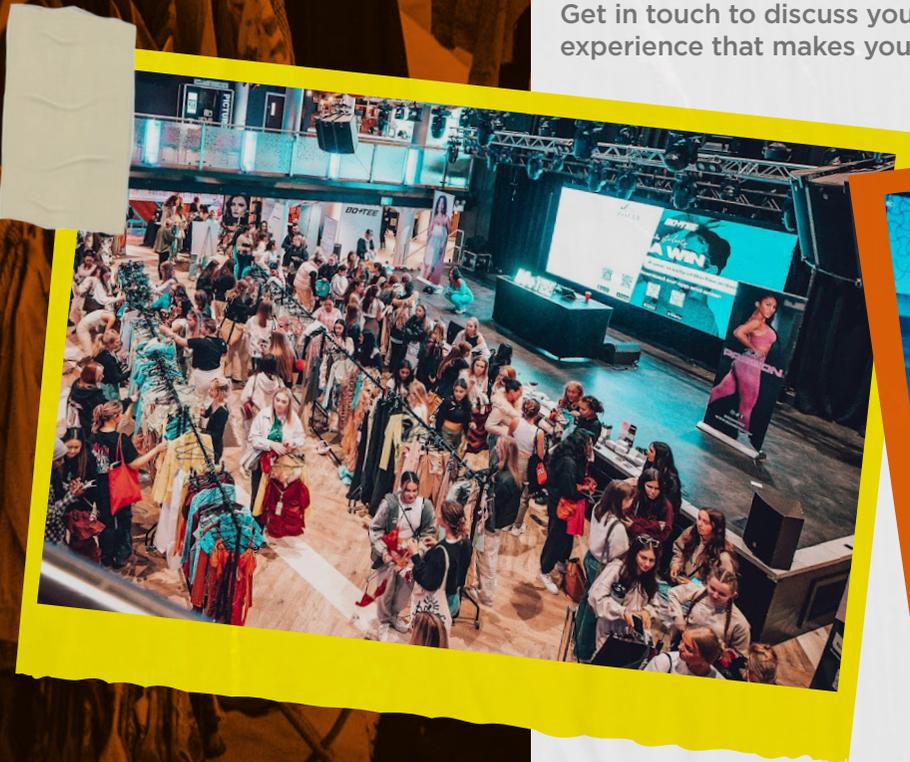
POP-UP SHOPS
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VENUE HIRE POP-UP SHOPS AND FAIRS

Our state-of-the-art Students' Union building boasts a multi-purpose venue where you can connect with our students on your terms.

Whether it's a vintage clothing sale, craft market or live music, we can customise the space to suit your needs.

Get in touch to discuss your ideas or find out more about how we can help you create a bespoke experience that makes your brand and event stand out.



MEET
16,000
STUDENTS



FRESHERS FAIR

Every year, our Freshers Fairs attract more than 16,000 students across our three campuses.

Our stall-holder options give you the chance to introduce them to your brand face-to-face, with opportunities for bespoke media add-ons at discounted rates.

Freshers Fair bookings open in April each year, Get in touch to join our email list so you can be notified as soon as the Freshers media is available.

FRESHERS
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HOUSING FAIR

**MEET STUDENTS FACE-TO-FACE TO
ADVERTISE YOUR PROPERTIES AND
PROMOTE YOUR HOUSING COMPANY**

Our annual Housing Fair is the best place for students at Nottingham Trent to find out what Nottingham's housing market has to offer.

Whether you represent student halls, a letting agent or private landlord, this is an exclusive opportunity to advertise your accommodation. Attending means you'll also become an NTSU approved housing provider that we recommend to our members.

The fair is a one-day event that takes place in November each year. Stall space usually sells out. If you're interested in joining us, get in touch for further details.



PACKAGES
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BESPOKE & YEAR ROUND PACKAGES

Looking for an ongoing presence a NTSU? We can create bespoke packages to make sure you never miss an opportunity to connect with our students.

As well as tailored digital packages, we're happy to discuss any ideas you have to make sure you get the most out of advertising with NTSU and connecting with NTU students.





SPONSORSHIP

From our legendary Varsity series to our annual Grad Ball, NTSU hosts events throughout the year which you can sponsor.

Sponsorship allows you to connect with students during the most memorable moments of their university experience.

Get in touch to discuss bespoke sponsorship opportunities.

Please note, prices within this media pack do not cover our Freshers' period.



WHO WE'VE WORKED WITH



GET IN TOUCH

The Level, our **2000-capacity** 'Best Bar None' awarded City Campus venue, is available to hire for public and private events. From gigs, club nights, parties and proms; We have an extensive sound and lighting system, catering and bar facilities all available to hire in order to create a bespoke package for your event.

Get in touch with our Events Team to find out more.

ADVERTISING

✉ advertise@su.ntu.ac.uk

EVENTS

✉ thelevel@su.ntu.ac.uk

[trentstudents.org](https://www.trentstudents.org)



trentstudents



trentsu

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NTSU

NOTTINGHAM TRENT STUDENTS' UNION