



**STUDENTS'
UNION**
BOURNEMOUTH UNIVERSITY

MEDIA PACK

2024/25



BU Bournemouth
University

We will connect your brand to more than
18,000 Bournemouth University students.



**BEST
FRESHERS' FAIR**
WINNER 2016
RUNNER-UP 2017 & 2018

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STUDENT TIMELINE 2024/25

■ Key dates for students

■ Events you can get involved with

■ Term and holiday dates

SEPTEMBER

- Sat 21/Sun 22: **Move-In Weekend**
- Sun 22: **BU Street Fair (Holdenhurst Road)**
- Mon 23: **Term 1 Starts**
- Mon 23: **Student Loan Payment**
- Mon 23–Fri 27: **Arrivals Week**
- Sat 28: **Freshers' Fair** (see p4)

OCTOBER

- **Black History Month**
- Wed 2: **Part-time Jobs Fair (Student Centre, Talbot Campus)**
- Tue 22–Thu 24: **Annual Careers Fair (Student Centre, Talbot Campus)**

NOVEMBER

- **Disability History Month**
- Mon 4–Fri 8: **BU Graduation Ceremonies (BIC)**
- Tue 19–Thu 21: **Nursing, Health & Social Care Careers Fair (Lansdowne Campus)**
- **Student Owned Business Fair**

DECEMBER

- **12 Days of Christmas Campaign**
- Tue 3: **Christmas Fair**
- Fri 20: **Term 1 Ends**
- Mon 23: **Winter Break Starts**

JANUARY

- Fri 10: **Winter Break Ends**
- Mon 13: **Term 2 Starts**
- Mon 13: **Student Loan Payment**
- **Laughter Yoga, Self Care Event**

FEBRUARY

- **LGBTQ+ History Month**
- Tues 4: **Refreshers' Fair**
- **National Volunteering Fair**

MARCH

- **Women's History Month**
- Tue 12–Thu 14: **Spring into Summer Jobs Fair (Talbot Campus)**
- **Student Owned Business Fair**

APRIL

- **Arab, Asian & Ethnic Minority History Month**
- Fri 4: **Term 2 Ends**
- Mon 7: **Spring Break Starts**
- Fri 25: **Spring Break Ends**
- Mon 28: **Term 3 Starts**
- Mon 28: **Student Loan Payment**
- **Student Pride**

MAY

- May 1: **The Big Give Launch**
- **Varsity Trophy** (Bournemouth vs Southampton Solent – see p11 & 12)
- Mon 19–Fri 23: **Exam Period**
- **SUBU Awards**
- Sat 31: **Summer Ball** (see p11 & 13)

JUNE

- Fri 27: **Term 3 and Undergraduate Year Ends**



WHY ARE STUDENTS SO IMPORTANT TO YOU?

Why advertise with us?

The Students' Union at Bournemouth University (SUBU) is the best place to help you start a conversation with over 18,000 students!

Many of our students are moving away from home for the first time and are deciding which brands best suit their needs. This presents the perfect opportunity to showcase your brand and create long-term brand loyalty with this highly sought after demographic.

SUBU is affiliated with Bournemouth University, giving us exclusivity to allow clients to market to BU students. We are a brand that BU students acknowledge and trust, we have an in depth understanding of our student population and will work with you to fine tune your messages.

Brand Loyalty After the first 3 months, students' start to form habits and build brand loyalty.

Early Adopters Students are generally early adopters, experiencing a milestone in their life and a taste of independence.

Community Environment The nature of the University community allows for relationships between brands and students to take hold faster.

Giving Back SUBU is a non-profit charity, so any profit generated from marketing and sponsorship goes back into our day-to-day work supporting students to succeed.

National Spending Figures



£23 BILLION
ANNUALLY



£2 BILLION
SOCIALISING



£3.5 BILLION
ON FOOD



Bournemouth Spending Figures

Bournemouth University students alone spend over £125 million annually.



£58 MILLION
ON ACCOMMODATION



£28 MILLION
ON FOOD & DRINK



£15 MILLION
ON RECREATION



£10 MILLION
ON TRANSPORT





FRESHERS FAIR

SATURDAY 28 SEPTEMBER 2024

SUBU's Freshers' Fair is a huge exhibition that is free to attend for over 18,000 Bournemouth University and Arts University Bournemouth students. Included in the fair are all SUBU's clubs and societies, BU sports teams, local and national businesses, live entertainment, sports demos, music, food and drink! It's officially one of the biggest and best Freshers' Fairs in the country, with over 6,000 students visiting the event each year!



LARGE VEHICLE

WiFi	FREE
Power	FREE
Outdoor Display Space 3m x 12m	£1200

STANDARD VEHICLE

WiFi	FREE
Power	FREE
Outdoor Display Space 3m x 5m	£1000

PLATINUM

WiFi	FREE
Power	FREE
Premium Indoor Spot 4m x 1m Table	£1250

GOLD

WiFi	FREE
Power	FREE
Indoor Spot 2m x 1m Table	£850

SILVER

WiFi	FREE
Power	£50
Outdoor Boulevard 3m x 3m Gazebo	£650

BRONZE

Only available for charity and non-profit organisations.

WiFi	FREE
Power	FREE
Indoor Spot 2m x 1m Table	£200

ARRIVALS KEY MARKETING



£275

STUDENT WELCOME MAP

A detailed double-sided map of Bournemouth town centre, Lansdowne and Talbot Campus, illustrating key landmarks and venues. Maps are widely available in halls and university buildings across arrivals weekend.

5000 maps printed,
advert dimensions 80x50mm.



£250

HALLS OF RESIDENCE LEAFLET DISTRIBUTION

2,500 leaflet packs are distributed to students' halls of residence on Friday 20 September, ready to reach over 6,000 students on move-in weekend. Leaflets for this halls drop are required by 4pm on Tuesday 17 September.

See all distribution dates: page 9



£375

PRE-ARRIVALS EMAIL

Part of the first commercial email BU students receive the weekend they move to Bournemouth. The Pre-Arrivals Email has a reach of over 15,500 students, including the complete up-to-date list of 6,000 newcomers to BU.

PACKAGE DEALS

GOLD

Gold Freshers Fair Stand **WORTH £850**

Pre-Arrivals Email **WORTH £450**

Student Welcome Map **WORTH £275**

Halls Leaflet Distribution **WORTH £250**

20% Discount (£365) £1460

SILVER

Pre-Arrivals Email **WORTH £375**

Student Welcome Map **WORTH £275**

Halls Leaflet Distribution **WORTH £250**

15% Discount (£135) £765

BRONZE

Student Welcome Map **WORTH £275**

Halls Leaflet Distribution **WORTH £250**

10% Discount (£52.50) £472.50

DIGITAL ACTIVATIONS

Cost-effective digital marketing options: direct, quick and trackable allowing direct crossover onto your media channels.



DIGITAL SCREENS

We have 9 landscape screens, showing 6 slides for 10 seconds each in key locations, receiving over 4,000 views a day: 1 x 65" Poole House Atrium, 2 x 55" SU Shop tills*, 1 x 55" Ground Up Cafe* (facing busy queue) and 5 x 55" across the Student Centre.

9 = £400 per month

2* = £200 per month



WEB BANNER ADVERT

Feature your campaign on every page of the SUBU website, to an annual audience of over 1 million!

£350 per month



STUDENT EMAIL (SOLUS)

Have your email campaign delivered directly to an audience of over 15,000 students.

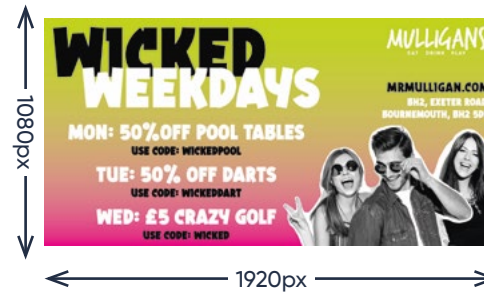
£375 per send



HOMEPAGE CAROUSEL ADVERT

Your message can be delivered direct to all visitors to the SUBU homepage. This is limited to one advert per week so be sure to book in advance.

£400 per month



STUDENT EMAIL (TRIPLE)

Be one of three organisations featured in an email to over 15,000 students.

£175 per send



SOCIAL MEDIA POSTS

Reach students directly through the SUBU social media channels.

f 15,801 X 12,100 i 9,969 d 1,199

£65 per post

£200 for 4



STUDENT EMAIL ADVERT

Have a leader board advert for your campaign featured as part of the weekly email that students rely on to find out about news and events.

£175 per send



TWITTER/
INSTAGRAM

PACKAGE DEALS



EVENT SPONSORSHIP PACKAGE

Advert on Ticket Page (1 month)
Landscape Slide 1920px x 1080px

WORTH
£400

Student Email Banner Advert

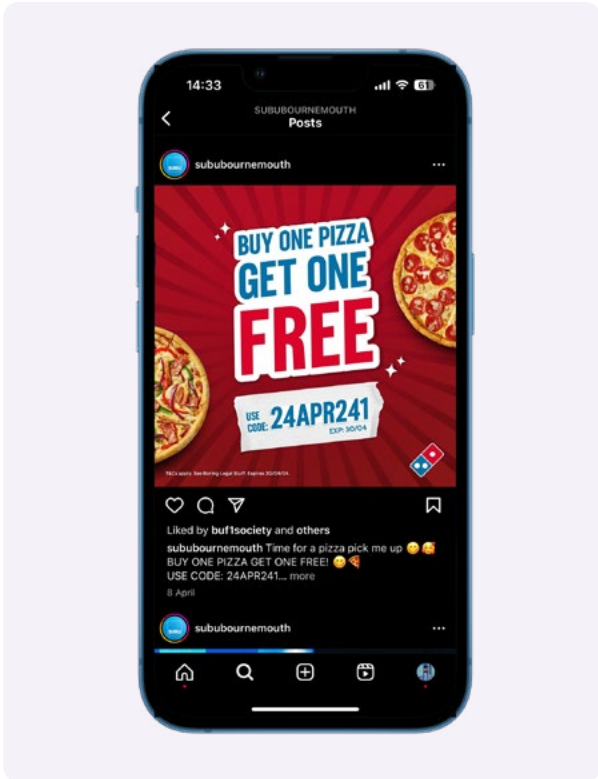
WORTH
£175

Web Banner Advert (1 month)

WORTH
£350

15% Discount (£138.75)

£786.25



SOCIAL MEDIA PACKAGE

4 Social Media Posts

£260

f 15,801 followers

📷 9,969 followers

✂ 12,100 followers

🎵 1,199 followers

23% Discount (£60)

£200



DIGITAL CAMPAIGN PACKAGE

Student Email (Solus)

WORTH
£375

Social Media Package

WORTH
£200

9 Digital Screens (1 month)

WORTH
£400

15% Discount (£146.25)

£828.75

POSTERS

SUBU has over 40 x A2 and 6 x A0 poster sites available for commercial clients across Talbot and Lansdowne Campuses. This traditional marketing is straight in students' eye-line, with valuable high-footfall locations.

Bookings can be made all year round, but you only pay for the 35 teaching weeks. If your requested period includes a student break, you can extend your booking.



A2 POSTERS

1 Poster (1 week)	£20
1 Poster Print*	£4
4 Posters (1 month)	£320
4 Posters (35 weeks)	£2800

DEAL

4 Poster (35 weeks)	£2800
15% Discount (£420)	£2380

A0 POSTERS

1 Poster (1 week)	£35
1 Poster Print*	£10
1 Poster (1 month)	£140
1 Poster (35 weeks)	£1225

DEAL

1 Poster (35 weeks)	£1225
15% Discount (£184)	£1041

SIX SHEET POSTERS

1 Poster (1 week)	£50
1 Poster Print*	£20
1 Poster (1 month)	£200
1 Poster (35 weeks)	£1750

DEAL

1 Poster (35 weeks)	£1750
15% Discount (£263)	£1487

*all print requires 3mm bleed

LEAFLETS AND VINYL

LEAFLET DISTRIBUTION

HALLS OF RESIDENCE

Each month, SUBU delivers the latest student offers and events information packs. 2,500 leaflets are delivered to 6,000 students across 12 halls of residence.

Due to postbox sizes, A5 flyers (210mm x 148mm) are encouraged, with the maximum acceptable size being A4 (297mm x 210mm).

2024/25 Dates: Friday 20 September
Friday 11 October
Friday 1 November
Friday 31 January
Friday 7 March
Friday 2 May
Friday 30 May

Leaflets required by 4pm, on the Tuesday before distribution.

Post to: Andy Elsey, SUBU, The Student Centre, Fern Barrow, Poole, Dorset, BH12 5BB

Single-Delivery Printing (2,500 x A5) **£80**

2-Delivery Printing (2,500 x A5 x 2) **£90**

Single Halls Delivery **£275**

DEAL

7 x Halls Delivery **£1925**

15% Discount (£288.75) **£1925**

ON CAMPUS

Why not book a promotional table in the busy Poole House Atrium, with average footfall of 4,000 students per day. This is ideal for face-to-face promotion and if you want to distribute your leaflets on campus, you must book a table.

Promotional Table **£200**

2 Social Media Posts (£130 value) **FREE**



Alternatively, you can book our Promo Team to promote your brand and distribute your leaflets.

Promo Team (per person/per hour) **£20**

You can also display your leaflets on SUBU reception, a busy location at the heart of the Student Centre on Talbot Campus.

Leaflet Rack (1000 leaflets for 1 month) **£200**

DYLAN'S BAR TABLE VINYL

Promote your brand in the popular Dylan's Bar with one of our limited slots for a vinyl across a table surface.



1 Table (1 week) **£35**

1 Vinyl Print **£25**

DEAL

5 Table Stickers (1 week) **£175**

5 Table Stickers (1 month) **£700**

5 x Printing: Regular Price £125 **FREE**

Total **£600**

IN-PERSON ACTIVATIONS

With an average daily footfall of 4,000 students, our promotional stands at key events or on campus are ideal for product sampling, leafleting, data capture, competition sign-ups, face-to-face interaction, informal interviews, brand awareness, product launch, research or testing - and more!

Included **free** with all promotional stands are: **WiFi, parking** and **electric power**. Plus all bookings will be promoted on our social media channels. This can take the form of a post, story or event listing depending on the activity and the campaign materials provided.

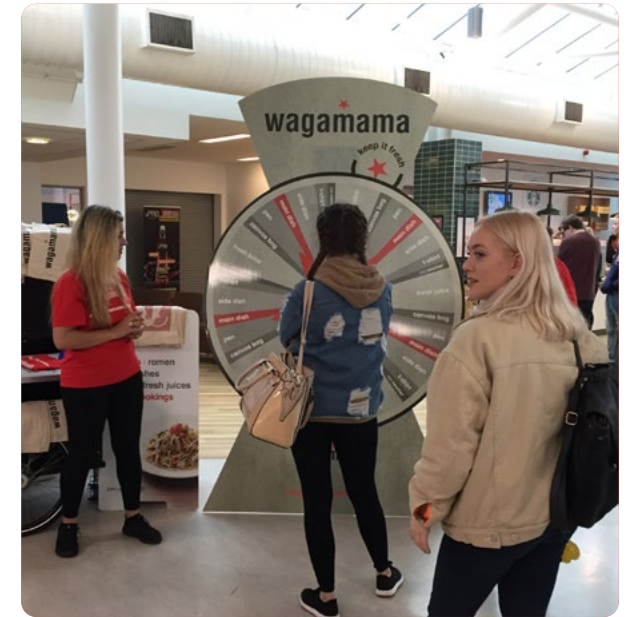


CENTRAL BOULEVARD STAND

At the heart of Talbot Campus, directly outside the Students' Union and Bournemouth University's sports centre SportBU, we have a semi-circle along the Central Boulevard exhibition space. In this space, SUBU can accommodate a range of activities from large scale installations and branded vehicles to simpler or pop-up displays.

Promotional Table - Outdoor
3m x 3m (16 Amp Power Supplied on Request)

£300



INDOOR PROMO STAND

We offer exhibitor tables in the busy Poole House Atrium or on the Ground Floor of the Student Centre at Talbot Campus. Poole House is home to the university's main reception, Starbucks, the Union Shop, Dylan's Bar and is the main walkway between the bus stop and university lecture buildings and study spaces. With students travelling to and from lectures all day, this is an ideal location for brand activations.

Promotional Table - Indoor
2m x 2m

£200

Digital Screen - Student Centre
Add 100" Screen to your Table Booking

£50

EXPERIENTIAL MARKETING AT KEY EVENTS



REFRESHERS' FAIR

TUESDAY 4 FEBRUARY

SUBU's Refreshers' Fair is taking place on Tuesday 4 February 2025, from 10am to 3pm. An exciting exhibition with an average attendance of over 4,000 students.

Included in the event are local and national businesses with sports teams, clubs, societies and demonstrations offering free samples, discounts and other engagements.

Central Boulevard Stand

Outdoor - 3m x 5m

£350

Student Centre Stand

Indoor - 2m x 1m

£250

Non-Profit: Student Centre Stand

Indoor - 2m x 1m

£100



THE VARSITY TROPHY

MAY

Book your experiential marketing at the heart of this annual sports tournament that sees BU sports teams take on Southampton Solent University - with 3,000 students in attendance.

Your booking includes a 6m x 6m display area and space for a 2m x 1m vinyl banner, to be hosted on a central pitch for the duration of the tournament - including the final match!

6m x 6m Marketing Zone

£500



SUBU SUMMER BALL

SATURDAY 31 MAY

The SUBU Summer Ball is far more of a one-day festival than a formal ball and has been a staple of the student calendar for over 30 years. It's the climax to the academic year and has an impact way beyond our postcode!

With an annual attendance of 4,000 students, the SUBU Summer Ball is the biggest event of its type in the country!

Tailored event marketing and sponsored packages available. Contact Andy via susales@bournemouth.ac.uk.

3m x 3m Marketing Zone

£499

EVENT AND CAMPAIGN PARTNERSHIPS



SATURDAY 28 SEPTEMBER 2024

SUBU's Freshers Fair is a huge exhibition that sees attendance of over 6,000 students. Included in the fair are all SUBU's clubs and societies, BU sports teams, local and national businesses, live entertainment, sports demos, music, food and drink! It's officially one of the biggest and best Freshers Fairs in the country, with over 6,000 students attending each year!

SPONSORSHIP PACKAGE

- Platinum Stand
- Logo on all Freshers Fair Marketing Materials
- Leaflet in Dig In Bag and Logo on Outside
- Headline 'In Association With' Sponsor
- Feature on SUBU Freshers Fair Webpage
- Pre-Arrivals Email to over 14,000 Students
- Entrance Banner and Flags at the Fair

Only 1 Headline Sponsor

£4999



MAY 2025

The SUBU Awards is a night of celebration of BU students' achievements. SUBU Awards is a platform to recognise the fantastic work undertaken by our students.

The awards are an opportunity to reflect on the year, showcase student talent and most importantly celebrate student success, whether that's sustainability heroes, course reps, an amazing society or just a dedicated individual who embodies SUBU values to honour. It's our way of saying thank you.

SPONSORSHIP PACKAGE

- 2 VIP Invitations to the event
- Logo on all SUBU Awards Marketing Materials
- Media Coverage from SUBU and Nerve Media
- Logo on Awards Presentation Screen
- Opportunity to Meet SUBU/BU Stakeholders

Only 4 Partner Sponsors

£1000



MAY 2025

Bournemouth University and Southampton Solent University go head to head for the annual south coast Varsity! 25 sports teams with over 900 athletes competing in a wide range of matches, including American football, hockey, netball, cricket, squash, football and rugby.

MARKETING PACKAGE

- Experiential Marketing Zone
- Social Media and Email Campaigns
- Pitch-side Banner
- Digital Screen Adverts

Event Marketing Package

£1600

Experiential Marketing Area 6m x 6m

£500

EVENT AND CAMPAIGN PARTNERSHIPS



SATURDAY 31 MAY 2025

The SUBU Summer Ball is more like a one-day festival than a formal ball and has been a highlight of the student calendar for over 25 years. It's the climax to the academic year and has an impact way beyond our postcode!

With an annual attendance of 4,000 students, the SUBU Summer Ball is the biggest event of its type in the country!

The official video and survivors' photo are among SUBU's most popular social posts.

SPONSORSHIP PACKAGE

- Headline 'In Association With' Sponsor
- Social Media and Email Campaigns
- Digital Screen Adverts
- Logo on all Summer Ball Marketing Materials
- Logo on Main Stage's Screen
- Entrance Banner and Flags at Summer Ball

Partner Sponsor

£5000

Experiential Marketing Zone 3m x 6m

£499

HIRE A SUBU VENUE



VARIOUS DATES AVAILABLE

The Old Fire Station, the Students' Union's night-time venue, is home to 3 dance floors, 4 bars, a stage, 2 DJ booths and a multitude of nooks and crannies.

This venue offers group bookings into VIP tables at Comedy nights and Friday student night at Lollipop. Room hire for course socials, birthday parties, halls parties. All events from 25 to 1,200 capacity with full stage, sound and lighting facilities. Vintage & Record fairs. Finally, catering can be arranged for all events.

For more info or to book email info@oldfirestation.co.uk

FREE EVENT MARKETING INCLUDED

- Halls of residence leaflet distribution
- A2 & A0 Posters across campus and venue
- Social Media and Email Campaigns
- Digital Screen Adverts
- 2m x 1m Promotional Stand on campus
- Listing on SUBU weekly E-news letter
- SUBU 'What's On' listing and Facebook event

Tailored prices on request

£££



VARIOUS DATES AVAILABLE

Dylan's on Campus Kitchen and Bar is open all day, everyday. Hot food made to order in its own kitchen (pizzas and burgers especially good), fresh ground coffee and a great range of beer and lagers at prices you cannot beat.

Dylan's Kitchen & Bar has many options to hire out parts or all of the venue for parties, events, see the form Hire Enquiry form below.

For more info or to book visit website www.dylansbars.co.uk/bookings

FREE EVENT MARKETING INCLUDED

- Halls of residence leaflet distribution
- A2 & A0 Posters across campus and venue
- Social Media and Email Campaigns
- Digital Screen Adverts
- 2m x 1m Promotional Stand on campus
- Listing on SUBU weekly E-news letter
- SUBU 'What's On' listing and Facebook event

Tailored prices on request

£££

NERVE STUDENT MEDIA



CLOTHING

Logo on Nerve T-Shirts

£1000

The only logo featured on Nerve Media t-shirts worn by committee and members will be yours. These will be worn by presenters, providing a huge opportunity for presence on campus and in the local area. Shirts will also be worn by Nerve TV crew during productions, which can take them anywhere around the country.

PRIZES

Supplying prizes to be given away by any of the student media groups is a perfect solution if you have limited budget for advertising.

We welcome prize donations of any type; your company name will be featured in Nerve Media's core output and across social channels.

Nerve Media is run entirely by student volunteers, with hundreds of members across online journalism, radio, video and in print reaching tens of thousands of people in the local area and beyond, making them an exciting partner for your business.

NERVE RADIO



Broadcasting to the student body 24 hours a day, with 13 hours of scheduled talk shows and presenters per day, Nerve Radio are BU's voice and listening experience.

Over 250 students regularly dedicate their free time to producing high quality radio, recognised with national awards from bodies such as the Student Radio Association. Many members have gone on to work at organisations like BBC Radio 1 and 1Xtra, Heart Radio and talkSPORT.

Nerve Radio is traditionally broadcast on FM for one week a year – the next period will be in Spring 2025. This is a highlight of the calendar and a great chance to promote your brand.

All advertising and sponsorship opportunities listed are for the FM period only but we are happy to create custom packages throughout the year.

Spot Advert (30 seconds)

£210

6 spots per day for 7 days – once an hour from 10.20am to 4.20pm.

Breakfast Sponsorship Message

£200

The Nerve Breakfast Show airs from 8–10am on weekdays, with your message being broadcast at the start and end of the show, and twice more during it. This gives a total of 4 plays per day for 10 days, with no other adverts during the show.

Drivetime Sponsorship Message

£200

The Nerve Drivetime Show airs from 4–6pm on weekdays, with your message being broadcast at the start and end of the show, and twice more during it. This gives a total of 4 plays per day for 10 days, with no other adverts during the show.

DEAL

All Adverts & Sponsorship Messages*

£860

*During the FM Period

20% Discount (£172)

£688

NERVE STUDENT MEDIA

SUBU NEWS (A3 NEWSPAPER PRINT)

SUBU News is Students' Union's official publication, written by students, for students. With 7 editions a year, released on the first Friday of each month the newspaper attracts a reach of over 6,000 students.

The magazine is distributed directly to 6,000 students in 12 halls of residence, and is available to pick up from high footfall location, including our campus coffee shops, bars and restaurants.



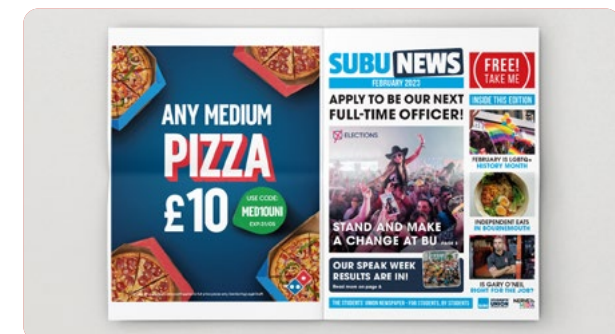
ANNUAL SCHEDULE

2024/25 Distribution Dates:	Friday 20 September
	Friday 11 October
	Friday 1 November
	Friday 31 January
	Friday 7 March
	Friday 2 May
	Friday 30 May

Advert deadline 2 weeks prior to publication.

ADVERTS

Full Page Advert or Advertorial (256mm x 320mm)	£500
Half Page Landscape (256mm x 145mm)	£300
Quarter Page Tile (Portrait 125mm x 145mm)	£200



SPONSOR A CLUB OR SOCIETY

Sponsorship proposal for these clubs available on request. We have new clubs starting all year round so for the full list head to www.subu.org.uk/clubs



Any sponsorship agreements would be made only at the consent of the SUBU Club or Society key representatives.

Sponsorship revenue gained goes directly to help the club or society support its function.

Additional funds help develop the group, their equipment and enter more competitions.

On average, we have over 80 clubs and societies looking for sponsorship, offering a great way for your brand to directly associate itself with the strong identity, goodwill and success of the individual clubs and societies within SUBU, Bournemouth University and the community.

A detailed tailored sponsorship proposal is available on request, for the SUBU Clubs and Societies listed on www.subu.org.uk/clubs. This will give you more information about the reasonable expenses clubs incur, the proposed sponsorship fee and the marketing exposure you can expect to receive. You can request them by emailing susales@bournemouth.ac.uk.

www.subu.org.uk/sponsorship

INCLUDED IN ALL SPONSORSHIPS

Logo on clothing

Hyperlinked logo on club page

Social media coverage on club page

2 x Student Email (Solus)

£750

4 x SUBU Social Media Posts

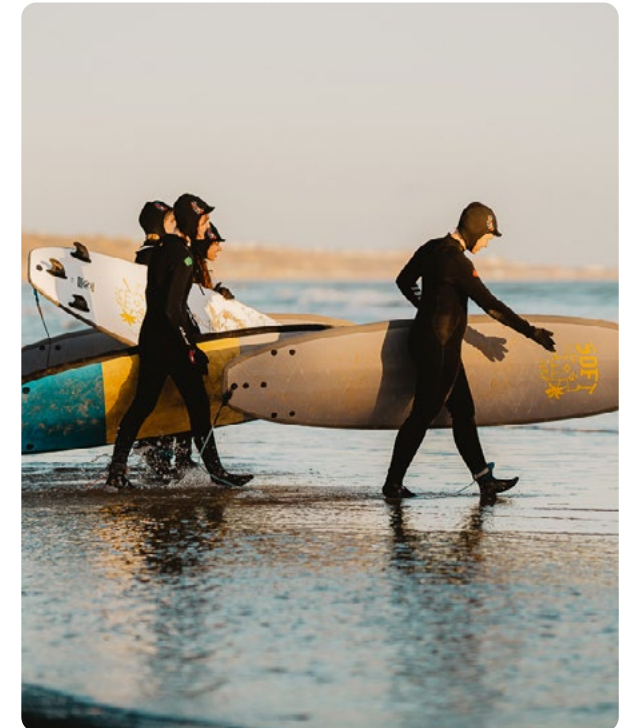
£200

2 x Promotional Table - Indoors
2m x 1m

£400

Total Face Value

£1350



SUBU JOB SHOP



The SUBU Job Shop offers you direct contact to over 18,000 students studying at Bournemouth University.

Current BU students can view and apply for part-time job opportunities via our website www.subu.org.uk/jobshop.

The aim of the Students' Union at Bournemouth University (SUBU) Job Shop is to assist employers with advertising part-time, casual, and temporary vacancies to current students who are looking for work.

SUBU Job Shop can offer potential employers access to well-educated, eager, and adaptable staff. We also offer support to our students with their CVs and applications, making them high-quality candidates.

For more information and to book a part-time job recruitment package, please visit www.subu.org.uk/jobshop.

We are unable to advertise opportunities that exceed working hours of 20 hours per week in term time - this is due to our students' commitments to their studies and our commitment to our students' wellbeing. Of course, students can increase their hours during holiday periods.

PACKAGES

Standard Online Advert - Job Shop webpage (1 month)

£60

Standard vacancy advertisement for a 1-month listing on the SUBU Job Shop webpage.

Standard Online Advert - Job Shop webpage (10 months)

£480

Standard vacancy advertisement for a 10-month listing on the SUBU Job Shop webpage.

SUBU Job Shop Email Advert - Student Monthly Newsletter

£180

Inclusion in next monthly email newsletter, sent on first Wednesday of the month. Currently, 15,000 students are opted in to receive our marketing emails.
Landscape artwork: JPG, PNG or HTML 1920px x 1080px.

Quarter Page Advert - Student Newspaper

£180

Quarter page advert in our student newspaper, SUBU News. 3,000 copies delivered to students accommodation, 7 times a year.
Portrait artwork: JPG, PNG or PDF 125mm x 145mm.

SUBU Weekly Banner Advert - Weekly Email Newsletter

£180

Banner advert inclusion in the next weekly email newsletter, sent every Monday, to all opted-in BU students. Currently, 15,000 students are opted in to receive our marketing emails.
Landscape artwork: JPG, PNG or HTML 720px x 100px.

Full Advertisement Package (save £120)

£480

- Standard vacancy advertisement listing for 1 month.
- Inclusion in the next monthly SUBU Job Shop email newsletter (first Wednesday of the month).
- Quarter-page advert in the next issue of the 'SUBU News' student Newspaper.
- Banner advert inclusion in the next weekly email newsletter, sent every Monday.

POPULAR MARKETING PACKAGES



THE FULL MARKETING PACKAGE

Freshers' Fair Gold Exhibitor Stand

WORTH
£850

Pre-Arrivals Student Email

WORTH
£375

Student Welcome Map

WORTH
£275

Arrivals Halls Leaflet Distribution

WORTH
£250

4 Social Media Posts

WORTH
£200

9 Digital Screens (1 month)

WORTH
£400

4 x A2 Posters (1 month)

WORTH
£320

SUBU Newspaper Full 256mm x
320mm Page Advert

WORTH
£500

20% Discount (£634)

£2536

ARRIVALS PACKAGE

Freshers' Fair Gold Exhibitor Stand

WORTH
£850

Pre-Arrivals Student Email

WORTH
£375

Student Welcome Map

WORTH
£275

Arrivals Halls Leaflet Distribution

WORTH
£250

15% Discount (£262.50)

£1487.50

DIGITAL PACKAGE

Student Email (Solus)

WORTH
£375

4 Social Media Posts

WORTH
£200

3 Digital Screens (1 month)

WORTH
£400

10% Discount (£97.50)

£877.50


TESTIMONIALS

Don't just take our word for it!




BAM AGENCY LTD
Tim Bodenham
Managing Director

SUBU is a fantastic platform for clients who want to target the student market. Our job at BAM is to find the best route to market for our clients that will deliver the best results and SUBU is one of our preferred media suppliers. Their media reach is fantastic and always surpass our expectation and targets. We love working closely with SUBU and the team are an absolute pleasure to work with.



CAMPUS GROUP
Daisy Startup
Account Manager

I have been very fortunate to have worked with the Students' Union at Bournemouth University on a number of brand activations. Every time they went above and beyond to accommodate us and maximise our presence on campus. I would highly recommend activating on their campus and being involved in their popular student events.



UNIPRINT LTD
Mark Ellson
Director

We have been working with SUBU for many years and we have always tailored marketing packages to fit our business needs and matching that to the print demands of the student calendar. Andy is very easy to work with, effective at delivering campaigns and reviewing the results of our marketing channels. Hence we renew our marketing arrangement every year.

JUST SOME OF THE BRANDS WE HAVE HAD THE PLEASURE OF WORKING WITH



Andy Elsey
SUBU Commercial Partnerships Manager

Students' Union at Bournemouth University,
The Student Centre, Fern Barrow,
Poole, Dorset, BH12 5BB

TIRED OF WASTING MARKETING SPEND?

We can talk directly to your target market, and help you achieve your marketing aims.
No campaign is too big and no invoice is too small.

If you want quick results with limited spend
you can choose at least two of the following:

1 x STUDENT EMAIL (SOLUS)

Reach 15,000 registered emails

£375

1 x LEAFLET DISTRIBUTION

Reach 6,000 students across 12 halls

£250

1 x PROMO TABLE ON CAMPUS

2 Metres by 2 Metres

£200

9 x DIGITAL SCREENS ON CAMPUS

Key locations for 1 month

£400

4 x FOUR SOCIAL MEDIA POSTS

Across SUBU Bournemouth channels

£200

TOTAL:

~~£1425~~

=

£1140

-20% Multi
channel
discount
saves
£285

All prices in this Media Pack are correct at the time of printing and are subject to change. All prices are subject to 20% VAT.

✉ susales@bournemouth.ac.uk

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