



CARDIFF UNIVERSITY STUDENTS' UNION
UNDEB MYFYRWYR PRIFYSGOL CAERDYDD

THE GUIDE TO ADVERTISING TO STUDENTS IN CARDIFF 2011-12

WWW.CARDIFFSTUDENTS.COM



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WHY ADVERTISE WITH US?

WHY ADVERTISE WITH US?

Cardiff Students' Union serves to provide students with an enhanced experience whilst studying on campus. With services such as shop units, café, bars, nightclub, advice centre, development and training services, societies, and with bands such as Chase & Status, Example, Ellie Goulding, Mogwai, Tinie Tempah, Kids In Glass Houses, Alexisonfire attracting crowds within the Great Hall, the Union satisfies all requirements for all students and hence is an important building for the student experience.

REACH

Cardiff University educates over 26,000 students, who not only spend their money into the local economy but aspire to be the decision makers of the future.

REPUTATION

Cardiff Students' Union is the best place to promote your product/service to the student population as we understand our students and control the variety of media that we offer. So, why not speak to our students who study in the capital city of Wales at Cardiff University?

OPPORTUNITIES

We offer a range of opportunities for you to promote your business and this pack aims to provide you with a clear and no-nonsense summary of the options available to you.

If you wish to discuss the options or have any questions please contact us!

PREVIOUS CLIENTS

Apple
BBC N.O.W.
BSM
Cadburys
Cooperative Bank
Dominos Pizza
EA Sports
Endsleigh Insurance
Future Inns
Google
HMV
Livenation
McDonalds
Moss Bros
NatWest
npower renewables
Orange
PricewaterhouseCoopers LLP
River Island
S4C
Sainsburys
STA Travel
Tesco Mobile
Trading Standards
Wales Millennium Centre
Welsh Assembly Government
Victoria Hall
and more...

PRINT MEDIA ADVERTISING

gair *rhydd*

gair rhydd is Cardiff's free student newspaper written and edited by students for students. Published weekly during term time it is widely acknowledged to be the first stop for all students on their way to Monday morning lectures in order to find out what's new and different here in Cardiff. The award winning student weekly includes sections on the latest news, sport, features, politics, interviews, health, science & environment as well as the country's premier Welsh language section, Taf Od.

gair rhydd is delivered to over 70 locations around Cardiff including; supermarkets, local shops, cinemas, pubs, cafés, restaurants, halls of residences and of course all University departments ensuring that all students get the latest information.

September 2011 will see the arrival of around 7,000 new students into Cardiff. This is your opportunity to grab a share of this new and exciting customer group.

PRODUCTION DETAILS

Print run: 10,000
Readership: 25,000
Frequency: Weekly during term time



Quench, a fortnightly lifestyle/entertainment magazine is published as a supplement for *gair rhydd*, however the magazine does not serve as a minor addition. In fact Quench won (**Guardian Student Magazine of the Year 2008**) and is a regular shortlist contender, as is *gair rhydd*.

The popular magazine includes sections on travel, gay, fashion, arts, digital, music, film and more and proves to satisfy all student interests.

PRODUCTION DETAILS

Print run: 10,000
Readership: 25,000
Frequency: Fortnightly during term time

ARTWORK SPECIFICATION

Dimensions are shown opposite - no bleeds are required. EPS is preferred, or TIFF. PDF's should also be supplied to the following: 300dpi, colour mode CMYK, fonts attached. Due to newsprint a font size of no less than 10 is recommended.

Please supply artwork via email to: suadvertising@cardiff.ac.uk one week prior to publication date.

GAIR RHYDD RATES

**FULL
COLOUR
THROUGHOUT**

ADVERT TYPE (SIZE WIDTH X HEIGHT)	SINGLE RATE	YEAR DEAL (27 ISSUES)	YEAR SAVING	YEAR % SAVING
Full Page Colour (264mm x 342mm)	£995	£8,995	£17,910	67%
1/2 Page Colour (264mm x 165mm)	£595	£7,225	£8,840	55%
1/4 Page Colour (157mm x 128mm)	£495	On Request	--	--
Banner Colour (226mm x 49mm)	£395	On Request	--	--

INSERT INTO GAIR RHYDD £150 per 1000 Inserts (max size A5, 10 grams)

QUENCH RATES

ADVERT TYPE (SIZE WIDTH X HEIGHT)	COST
Full Page Colour (180mm x 240mm)	£400
1/2 Page Colour (180mm x 120mm)	£200



ONSITE PROMOTION

The Union is a busy and exciting place and provides a great place to promote your business on the front line and gain face to face access to the high footfall through the Union whether to build mailing lists, brand awareness and get your message in the hands of students. Our Great Hall venue transforms into a lecture theatre during term time which adds to the average footfall range between **4,000 to 6,000** students per day!

If you can't make it up to the union or want to pre-promote your promotion, our dedicated promotional team can help you. Get in touch for more details!

PROMOTIONAL STALL/AREA

NATIONAL COMPANIES

£500 per day

LOCAL COMPANIES

£300 per day

CHARITY

£100 per day

CANOPY SPACE

CANOPY SPACE

£500 per day

POSTER CAMPAIGNS

A1 LOCKED POSTER BOARD

£20 weekly cost

WASHROOM PANELS

A4 LOCKED POSTER BOARD

£10 weekly cost
(min. order 3 boards for 1 week)



ONLINE MEDIA

120,500
PAGE VIEWS
A MONTH

WEBSITE

www.cardiffstudents.com is used as the primary focus for our students and staff to seek information on all current events, whether in terms of gigs, events, surveys and so on.

All students have free unlimited internet access and cardiffstudents.com receives on average **120,500** page views and **18,500** unique visits per month.

E-NEWSLETTER

Our What's On email e-newsletter is sent out on a weekly basis to keep all our 26,000 students informed on all current events at the Union.

An advert can be placed in weekly e-newsletters.

WEB BANNER

**Single link banner advert on rotating bar
(728px x 90px)**

£295 per month

**Single link box advert on sidebar
(300px x 250px)**

£395 per month

**Single link box advert on sidebar
(300px x 100px)**

£295 per month

Artwork Specifications: All dimensions are landscape (width x height). Should be sent as completed image in GIF (or animated GIF) format. One hyperlink only.

E-newsletter advert (180 x 150 pixels)

£400 per
e-newsletter



PLASMA ADVERTISING

PLASMA SCREENS

Capture attention and broadcast your message dynamically via 19 plasma screens in our high footfall areas such as bars, café, Union shop, wifi lounge and outside the Great Hall venue.

Adverts rotate every 30 seconds and will be shown around 40 times an hour.

ARTWORK SPECIFICATIONS

856 by 480 pixels (landscape)
Should be sent as completed image in jpeg or swf format.

Plasma screen advert £100 per week



RADIO ADVERTISING - (XPRESS)



Get your message creatively broadcast to the student population!

The student run radio station, located within the Union itself, broadcasts via the internet at www.xpressradio.co.uk, throughout the building's corridors, wi-fi lounge, Union shop and also twice a year on DAB and FM, where the station can reach a potential of 300,000 listeners!

Xpress Radio can offer exposure via a variety of means including:

- On Air Jingles
- Competitions
- Prize Giveaways
- Show Sponsorship

ANNUAL SHOW SPONSORSHIP

Why not sponsor a show for a whole academic year and ensure that your company and brand receive awareness on campus and beyond!

As a show sponsor you will receive:

- 10 x 30 second adverts throughout the day
- 10 x sponsorship tags throughout the show
- Logo on show posters
- Logo and hyperlink on xpressradio.co.uk

TIME	COST
Breakfast	£750
Mid AM	£500
Lunch	£750
Early PM	£500
Drive	£750
Early Evening	£500

AIRTIME

If you'd prefer to use radio adverts rather than tag lines then we offer:

	5 Spots a Day	10 Spots a Day
Per Week	£80	£120
Per Month	£200	£300
Per Year	£900	£1350

COMMERCIAL PRODUCTION

If you don't already have a radio advertisement made why not let our in-house production team create an advert to meet your specifications?

Please contact us for further details.

SPONSORSHIP

Sponsorship is the probably the best and most dynamic way to connect with the student population and be involved with student initiatives and services. Opportunities include the following:

CLUBS AND SOCIETIES

Target high calibre students and get your brand logo on clothing, student media, reports, advertising, team photos and website and more.

SPECIAL EVENTS

Freshers Fortnight, Go Global, May Ball, Refreshers Week, Varsity and Housing Week.

AWARDS AND BALLS

Get behind student achievements and gain access to highly targeted students such as media, sports, societies, graduates and more.

CAMPAIGNS

Help support student campaigns such as Go Green, Go Global and You're Fit which offer dynamic and exciting opportunities.

Please contact us to find out more information about specific events, societies and other opportunities and how you can get your brand out on campus!



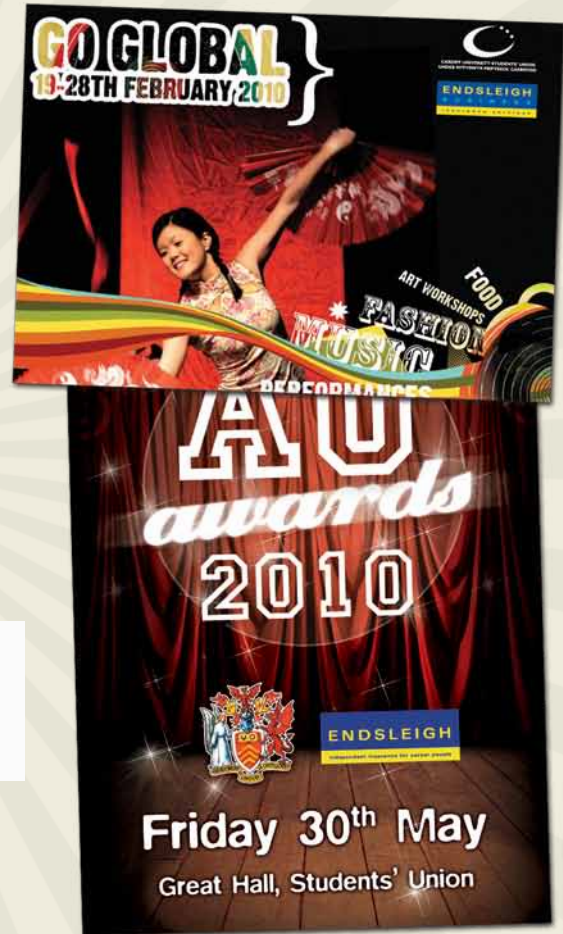
ADVERTISING PACKAGES

DO YOU WANT A BIT OF EVERYTHING?

DO YOU REQUIRE A MORE BESPOKE MARKETING CAMPAIGN?

DO YOU HAVE A SMALL BUDGET AND ARE NOT SURE WHAT MEDIA TO CHOOSE?

Whatever your requirements in targeting specific student groups, or just to take your message to as large an audience as possible, please contact us for more details or to discuss your needs further and make an impact with our **26,000** students.



"We've been working with the union advertising team for several years. As an agency we've been impressed with the marketing products - all have proven to be successful in both brand building and lead generation for our clients."

Kevin Jackson, Bravado Media Group

"Campus Group have had a whole range of different activities at Cardiff University over the years and they have always been very accommodating to any of the weird and wonderful requests that we have put in. Both ourselves and our clients have been extremely happy with the footfall that we have received, whilst the Cardiff students seem extremely receptive to all promotions taking place"

Siôn Stansfield, The Campus Group.



**FOR FURTHER DETAILS OR TO BOOK, PLEASE CONTACT:
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