



# media pack

**beds su**

**connecting you to students**  
[sunetwork.co.uk](http://sunetwork.co.uk)



# contents

**03**

**about us**

**06**

**freshers fair**

**08**

**digital media**

**14**

**brand activation**

**16**

**print media**

**18**

**testimonials**

**19**

**opportunities**

**21**

**contact us**



# about us

## why su network

**Reach over 250k students**  
through onsite activation, digital  
promotion and sponsorship

We expect  
**over 75k students**  
to attend our  
Freshers Fairs  
in 2023

We represent  
**14 university**  
**campuses**  
and support bookings  
for many more

In 2022/23,  
we connected over  
**500 partners** with  
the student market

# about us

## beds SU



**over 20k  
students**

**25% are  
international**

**over 1k  
followers**

**on our  
Instagram page**

**20k views  
per month**

**on beds SU  
website**

**connecting you to students**



# testimonials

## our clients




“It’s a pleasure to work alongside the team at SU Network, across three of their SU partners. They really are the dream to work with in that they listen to your needs and requirements, and try their absolute best to meet and deliver these and enhance the overall client experience”

Nadine Mullan – SK Group



connecting you to students



We're the  
University of  
Bedfordshire

# freshers fair

 **SU Network**

# freshers fair

## prices & attendance

As one of the most popular events in the student calendar, it's the perfect way to connect with the next generation of students, welcoming both new and returning students to campus, to start the new academic year, with over **4,000** students expected.

### standard pitch

<b>£400</b> beds campus	<b>£550</b> luton campus
-------------------------------	--------------------------------

Pitch for the fair and 2 staff access passes

### premium activation

<b>£600</b> beds campus	<b>£750</b> luton campus
-------------------------------	--------------------------------

6m x 4m space for large activations such as food trucks or vehicles, with 6 access passes

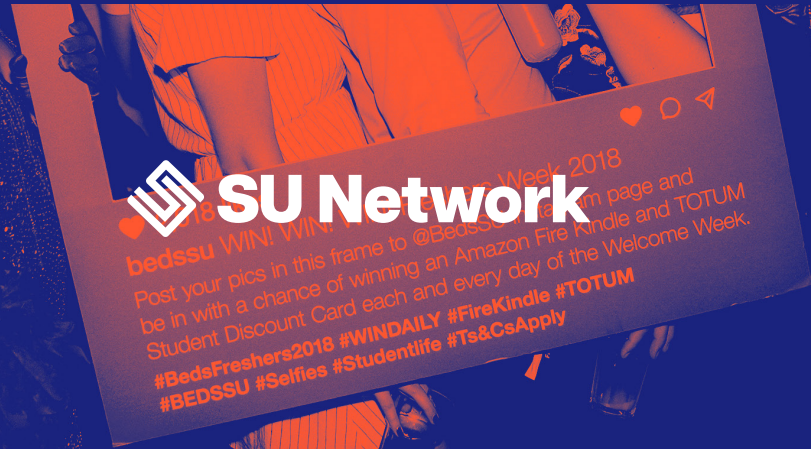
### premium package

<b>£750</b> beds campus	<b>£1,200</b> luton campus
-------------------------------	----------------------------------

Can include stall for both campuses + Welcome marketing + digital screens + website ad + social media and more.



# digital media





# digital media

## website homepage

By advertising on the homepage, you ensure maximum visibility and by aligning your brand with Beds SU, you can enhance your credibility and build trust with our students. Offering an invaluable opportunity to capture attention, generate leads, and establish a strong online presence for your brand.

397px x 190px with 477px x  
278px image padding  
web homepage

(PNG/JPEG/GIF)

## page visits

20,000 views  
per month

## pricing

£300  
per  
month

£400  
during  
freshers



connecting you to students



**new!**

# digital media

## discounts page

Capture the student market and boost your brand's visibility and revenue by advertising on our student discounts page. Advertise on our student discounts page and unlock a world of opportunities to grow your brand, drive sales, and establish lasting connections with Beds SU student body.

### pricing

---

**£150**  
per month

---

**£400**  
per term

**794px x 398px**  
**discounts**  
**page**

(PNG) + URL

# digital media

## e-newsletter

By featuring within the e-newsletter, you can drive traffic to your website or landing page, ultimately boosting conversions and achieving your marketing goals. This provides a valuable platform to connect with a receptive audience, establish brand awareness, and drive measurable results for your business.

sent to  
**over 16k**  
students

**28%**  
open rate

**£250**  
standard  
ad

**£450**  
headline  
ad

800px x 800px  
e-newsletter

(PNG/JPEG) + URL



**new!**

# digital media

## solus email

Solus emails offer a focused and personalized approach to captivate your audience's attention. Stand out in their inbox, deliver your message directly, and make a lasting impact that drives results.

## pricing

**£250**  
per email

spec  
html content

Domino's ORDER ONLINE | MENU | COUPONS

PIECE of the PIE REWARDS

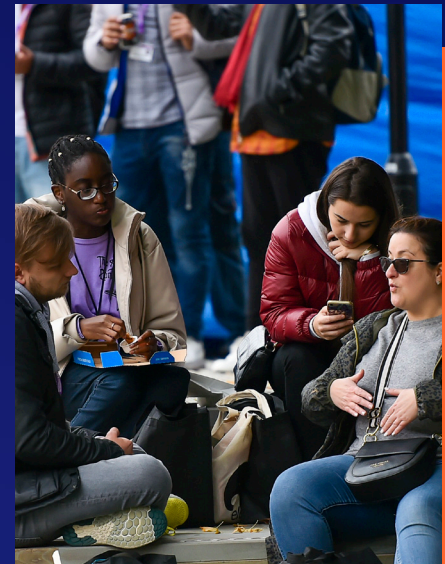
HEY THERE SMILES DAVIS,

FREE PIZZA WILL SOON BE YOURS  
ORDER NOW

TOTAL AVAILABLE POINTS: 10 POINTS VALID AS OF 11/05/2019

NEXT FREE PIZZA 10/60

\$ \$ SAME GREAT \$ \$ DOMINO'S PIZZA. LESS DOUGH.



connecting you to students

# digital media

## social media

Instagram Stories provide interactive features such as swipe-up links, polls, and quizzes, enabling users to engage directly with your brand and take immediate action. This interactivity fosters deeper connections and encourages user participation, increasing brand engagement and generating valuable leads.



**over 5k  
followers**

**£60**  
per post



**over 1k  
followers**

**£50**  
per grid/story post

**1080px x  
1920px  
instagram  
story**



# brand activation



 **SU Network**

# brand activation

## promo stalls

Brand activations provide an opportunity to generate buzz and create a viral effect through have a physical presence on campus which can then be seen through social media and spread through word-of-mouth.

### footfall

**5,000**  
luton

**1,500**  
promo

### brand activation

**from £750**  
depending on size  
and capacity

### promo stall small

**from £250**  
one standard  
table size





# print media



 **SU Network**



# print media

## posters

Posters will be displayed in prominent positions on campus, including the Metro Bar and reception areas. Having students recognise your brand on an everyday basis can help to boost brand reputation and loyalty when coupled with other promotional services.

### pricing

---

**£30**  
A4 x2

---

**£50**  
A3 x1



**over 1k**  
**footfall**  
**per day**

# testimonials

## our clients



“I have now been working with SU Network for 3 years and in terms of a working partnership, I don’t think I can think of another one that has given us so much success.

The team give us access to several universities, without the partnership with SU Network we wouldn’t have been able to build the amazing relationships we now have with these universities

They are also extremely easy to work with and enjoy getting to know your business, which always helps when someone is managing your advertising budget. Thank you to the team and we look forward to working with you more”

**Chris Bazen –  
Spaceways Storage**





**opportunities**



 **SU Network**

# opportunities

## sports and society sponsorship

### event sponsor

Sponsoring an event can build brand recognition among the students that attend, establishing a connection between your company and their university experience. Get in touch to find out what tailored sponsorship packages are right for you.

**Get in touch to find out how we can cater to your requirements**



# contact us

## email

hello@sunetwork.co.uk



## call

01227 823115



## visit

sunetwork.co.uk



## linkedin

su-network



## instagram

su\_network

