



# media pack

uea su

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



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# 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



**over 17k  
students**

**15% are  
international**

**over 10k  
followers**

**on our  
Instagram page**

**over 300k  
views**

**on our website per  
month**

**connecting you to students**



# testimonials

## our clients



“SU Network continue to maintain easy and prompt communications throughout as well as a mutually beneficial partnership. It is always a pleasure to work with your team”

Redbus Media Group

**redbus**  
MEDIA GROUP

connecting you to students



# welcome fair



**SU Network**

# welcome fair

## prices & attendance

As one of the most popular events in the student calendar, taking place at the heart of the Norwich campus, 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 **6,000** students expected.

### standard pitch

**£800**

Pitch for the fair and 2 staff access passes

### premium activation

**£1,200**

2m x 6m space for large activations, with 6 access passes

### premium package

**from £2,200**

Can include stall pitch at the fair + Welcome marketing + digital screens + website ad + social media and more



# digital media



**SU Network**



# digital media

## digital screens

Advertising on a digital screen opens up a world of opportunities to elevate your brand's presence and create a lasting impression on your target audience. With our screens strategically placed in high-traffic areas, it guarantees wide exposure and maximum visibility.

1920px x 1080px  
digital  
screen

5k footfall  
per day



static

£400  
per month | £1,000  
per term

video

£450  
per month | £1,100  
per term

# digital media

## website homepage

By advertising on the homepage, you ensure maximum visibility and by aligning your brand with UEA 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.

### page visits

**200,000 views**  
per month  
ueasu.org

**40,000 views**  
per month  
for box office

### pricing

**£500**  
per month

**£750**  
during freshers

**£1,100**  
per term

540px x 67px  
web spec

(PNG/JPEG/GIF)

# 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.

student email

**3,000**  
recipients | **£500**  
50% open  
rate

**25%**  
open rate

sent to  
**over 80k**  
recipients

600px x 150px  
e-newsletter  
page spec

(PNG/JPEG/GIF) + URL

box office email

**80,000**  
recipients | **£750**  
25% open  
rate

# digital media

## social media



**over 17k  
followers**

**£150**  
for 2 posts per month



**over 10k  
followers**

**£150**  
per grid/feed post

# digital media

## instagram

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 1.5k**  
**views**

**over 10k**  
**followers**

**£250**  
per  
story

**£50**  
extra for  
multiple  
stories

1080px x  
1920px  
**instagram**  
story

A photograph of a university campus scene, likely a courtyard or plaza, featuring a large set of stone steps. Numerous students are visible, some sitting on the steps and others walking. The scene is overlaid with a semi-transparent blue rectangle that contains the text 'brand activation' and 'SU Network'.

**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.

## brand activation

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

**5k footfall  
per day**

## promo stall small

**from £250**  
one standard  
table size





# print media



**SU Network**



# print media

## posters

Advertising on posters allows businesses to target a specific audience, benefit from high visibility, leverage an engaged community, maintain cost-effectiveness, build long-term brand recognition, and explore potential partnerships.

**posters**

**from £110**  
per month

**A3**  
5x

**£130** in high traffic areas

**A4**  
5x

**POA** full poster board

**A1**  
5x

**£110** on 5x doors in high traffic areas for 4 weeks

# print media

## leaflets

This gives you the opportunity to have leaflets in SU and university spaces, and to have posters and roll up banners positioned in key footfall areas.

### static leaflets

**£60**

1,000  
leaflets

Flyers distributed  
across tables  
in campus



### staff distributed leaflets

**£300**

1,000  
leaflets

UEA SU Student  
Staff distributing  
your leaflets across  
campus

# 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

### club sponsor

Opportunity to sponsor a sports team, there are 60 clubs, with the package suiting both you and the sports team.

Opportunities can include access to activities fund, sponsoring a specific team and promotion of your brand throughout the club.

**Enquire for more details  
on further opportunities**



### derby day

Sponsor the annual Derby Day event, where rivals UEA and Essex go head-to-head across a huge variety of sport fixtures.

This unique opportunity creates the chance to create and build brand recognition across both UEA and Essex students, in a friendly rival atmosphere.

# opportunities

## event sponsorship

### club night

Opportunity to sponsor a students' union club night on campus, this could be having food on the night, photo back drop opportunities, merch giveaways, and more!

### venue/ corporate hire

The uesau has a variety of paces available for hire, including bars, cafes, clubs and office/ space rental.



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

# opportunities

## fundraising



## fundraising

Fundraising campaigns may include special events or initiatives to generate excitement and participation. These can range from charity runs, auctions, to community engagement activities, partnerships with local businesses, or crowdfunding initiatives.

**Enquire for more details  
on further opportunities**

# contact us

## email

hello@sunetwork.co.uk



## call

01227 823115



## visit

sunetwork.co.uk



## linkedin

su-network



## instagram

su\_network

