



media pack

kent union

connecting you to students
sunetwork.co.uk



contents

03

about us

06

welcome fair

08

digital media

16

brand activation

18

print media

21

testimonials

22

jobs fair

24

opportunities

28

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

kent union

**over 20k
students**

**21% are
international**

**over 8k
followers**

**on our
Instagram page**

**100k views
per month**

**on Kent Union's
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



welcome fair



welcome fair

prices & attendance

As one of the most popular events in the student calendar, taking place in September at the heart of the Canterbury campus, it's the perfect way to connect with the next generation of students, with over **8,000** students expected each day.

standard pitch

£750 | **£1,200**
one day | two day

Pitch for the fair and 2 staff
access passes

premium activation

£1,000 | **£1,600**
one day | two day

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

premium package

from £2,500

Can include stall for two days
+ Welcome marketing +
accommodation Welcome boxes
+ 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.

pricing

**main campus &
woody's bar
entrance x3**

£300 | **£600**
per month | per term

1080px x
1920px
digital
screen

pricing

**nightclub
entrance & main
campus x2**

£350 | **£800**
per month | per term

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

pricing

landscape &
portrait

su building &
student centre
x2

£300 | £600
per month | per term

pricing

landscape

su reception
x2

£200 | £400
per month | per term

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

**3k footfall
per day**

1080px x
1920px
digital
screen

pricing

**all 9 screens +
7 others across
campus**

£3,000 | **£5,000**
per term | per year

digital media

website homepage

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

600px x 600px
web homepage

(PNG/JPEG/GIF)

page visits

100,000 views
per month

pricing

£350
per
month

£500
during
freshers



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 Kent Union's student body.



300px x 300px
discounts
page

pricing

£200
per month

£500
per term

connecting you to students

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 13k
students

36%
open rate

600px x 600px
e-newsletter

(PNG/JPEG/GIF) + URL

£300
per advert



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 1.2k
views**

**over 8.5k
followers**

£150
story
advert

£500
reel
advert

1080px x
1920px
**instagram
story**

A collage of promotional materials for Kent Union, featuring a wavy banner, a flag, and a tote bag, all with the Kent Union logo and website address.

brand activation

A collage of promotional materials for Kent Union, featuring a flag, a tote bag, and a sign, all with the Kent Union logo and website address.

 **SU Network**

brand activation

promo stalls

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

**3k footfall
per day**

**brand
activation**

from £600
depending on size
and capacity

**promo
stall**

from £250
one standard
table size located on
the union plaza





print media



print media

InQUIRE newspaper

InQUIRE is our on campus student publication. It is written by students, for students. Opportunities include contributing to content, or purchasing half page or full page adverts. This will allow you to reach the students that work hard in producing this content.



2,000
copies

£250
per issue

274mm x 164mm
half page ad



connecting you to students

print media

posters & leaflets

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 £300
per month

£600
per term

£1,200
for the
year



leaflets

contact us
for more info

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

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**





jobs fair



jobs fair

prices & packages

Attend Kent Union's bi-annual part-time jobs fair, which is held in March and October, where you will be able to showcase your company, job openings, and any other relevant information. You can also provide promotional materials, brochures, or giveaways.



fair package

£350

Can include prime location +
included in promo of event,
socials and email

standard stall

£250

standard table



opportunities



SU Network

opportunities

club sponsorship

team kent

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**



varsity

The annual head-to-head friendly rivalry between University of Kent and Canterbury Christ Church University, with the event holding over 8,000 spectators and 60 fixtures per week. Opportunities can include promotion of your brand throughout the event series.

connecting you to students

opportunities

event sponsorship

summer ball

As a final end of the year party, with over 4,000 students, you can sponsor the event which features live artists and entertainment.

awards night

Annual celebration of students' succession on campus, spreading your brand throughout the student community.



opportunities

venue hire & fundraising

venue hire

Kent Union has a range of spaces available to hire, from Woody's bar, the Venue nightclub, to a radio studio. Whether it's a party or occasion, large scale activation or event, or for corporate purposes, we can offer the most suitable space, with additional packages including food and drink.

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



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

