



media pack

herts su

connecting you to students

sunetwork.co.uk

HERTS SU

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about us

why su network

**Reach over 300k students
through onsite activation, digital
promotion and sponsorship**

We expect
over 150k students
to attend our
Freshers Fairs
in 2024

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

In 2023/24,
we connected over
500 partners with
the student market

about us

herts su

**over 34k
students**

**over 13k
followers**

**over 46k
views**

**60% are
international**

**on our
Instagram page**

on herts 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



freshers fair

 **SU Network**

welcome 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 and Hatfield, to start the new academic year, with over **8,000** 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 such as food trucks or vehicles, 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

pricing

£300 | £600
per month | per term



2k footfall
per day



digital media

website homepage

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

46,000 views
per month

1200px x 200px
digital
screen

(PNG/JPEG)

1300px x 600px
digital
screen

(PNG/JPEG)

pricing

£350

per month

£450

during freshers

£900

per term

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 harts SU student body.

1300px x 600px
digital
screen

(PNG/JPEG with up to 20
words + URL)



pricing

£250

per month

£350

during freshers

£600

per term

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 34k
students

57%
open rate

650px x 100px
e-newsletter page spec

(PNG/JPEG/GIF) + URL

student email

£500
sent by the su to
all students

commercial email

£650
sent by the su
commercial team

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.

sent to
over 7k
students

pricing

£600
per email

spec
html content



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 2k
views

over 13k
followers

£275
per
story

£50
extra for
multiple
stories

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.

brand activation

from £500
depending on size
and capacity

promo stall small

from £250
one standard
table size



brand activation

thursday market

Herts SU also host smaller 'Thursday Breaks' with a focus on building community. This brings opportunity to sample your products. Ask us for more details

stall

from £450

examples

providing an activity
for thursday breaks,
merch giveaways or
product sampling



connecting you to students





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

£250
per month

£500
per term

A3 posters
in halls of
residence

A1 across
campus in
high footfall
areas





opportunities



 **SU Network**

opportunities

sports and society sponsorship

club sponsor

Opportunity to sponsor a sports team, with the package suiting both you and the sports team.

Opportunities can include sponsoring a specific team and promotion of your brand throughout the club.

Enquire for more details on further opportunities



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!

opportunities

event sponsorship

fundraising campaigns

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.

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



venue/ corporate hire

Herts su has a variety of places available for hire, including bars, cafes, clubs and office/ space rental.

contact us

email

hello@sunetwork.co.uk



call

01227 852801



visit

sunetwork.co.uk



linkedin

su-network



instagram

su_network

