



# media pack

**kent union**

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



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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

kent union

**over 20k  
students**

**21% are  
international**

**over 10k  
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







# welcome fair



**SU Network**

# 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.

### 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

1920px x 1080px  
digital  
screen

# 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



# 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 10k**  
**followers**

**£250**  
story  
advert

**£550**  
reel  
advert

**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 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



 **SU Network**



# 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

**£1,500**  
for the  
year



### leaflets

**£250 for 1,000**  
per month

Flyers distributed  
across tables  
in campus



# testimonials



# 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

## 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.

# 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 852801



## visit

sunetwork.co.uk



## linkedin

su-network



## instagram

su\_network

