

media pack

kent union

connecting you to students 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 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 one day

£1,200 two day

Pitch for the fair and 2 staff access passes

premium activation

£1,000 one day

£1,600 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 +
accomodation Welcome boxes
+ digital screens + website ad
+ social media and more



digital media



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

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.

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1920px x 1080px digital screen pricing

landscape & portrait

su building & student centre

per month per term

pricing

landscape

su reception

£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

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 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



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

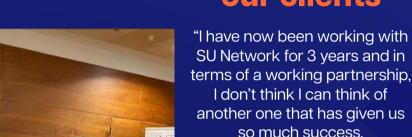
£250 for 1,000 per month

Flyers distributed across tables in campus





testimonials our clients



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 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 call visit

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linkedin instagram
su-network su_network