



# Contents

Introduction	3
Summary of Opportunities	4
What's On - event guide	5
Freshers' Fayre	6
Freshers' Mailing	7
uclu.org	8
Advertising Face to Face	9
Sponsorship	10
Terms & Conditions	11
Contact Details	12

# Introduction

Welcome to UCLU. We'd like to offer you the chance to connect with an audience of 21000 students living and studying in and around central London.

We can provide you with access to:

- 21000+ students, including over 9000 graduate students
- A community of 27000 staff and students working and studying at UCL
- Advertising in any of our Union publications, fayres, websites and facilities.

*"I was really impressed with the efficiency of the Freshers' Fayre. The stall we had was in an ideal place, with a good deal of space to put up posters and information about our organisation. We had no problems; everything was explained to us clearly and a member of staff constantly checked to see that everything was in order."*

Heather Barstow, London Philharmonic Orchestra

Some of our previous clients have included:

Apple  
Barclaycard  
Cancer Research UK  
Deloitte  
Ernst & Young  
Fabric  
Foyles  
The Guardian  
Kingsmill  
KPMG

London Philharmonic Orchestra  
Milkround Online  
Micro Anvika  
Natwest  
O2 Music Academies  
PriceWaterhouseCoopers  
Royal Bank of Scotland  
Specsavers Opticians  
Tesco Stores Ltd.  
Sainsbury's

Samsung  
STA Travel  
Tate Galleries  
Telewest  
The Times  
Three Mobile  
UNICEF  
Waitrose  
Waterstones  
Yahoo!

# Opportunities

Know what you want? Click the button to head straight there.

**Freshers'  
Fayre**

**Freshers'  
Mailing**

**Posters &  
Flyering**

**What's On  
monthly  
events' guide**

**Face to  
face**

**Online**

**Sponsorship**

**Booking**

# What's On

Our promo staff deliver 3000 copies of 'What's On' straight into the hands of our students who are eager to hold on to this monthly events' guide with a calendar packed full of clubs and societies' events, bar nights, volunteering opportunities, workshops, guest talks and everything else going on right across UCL's campus.

A side ad beside this calendar presents your business with a great opportunity to have your brand put straight into the hands of your target market and feature beside the only definitive guide to what's going on in the month ahead at UCL. What's more, on the reverse of the calendar, our themed monthly feature pieces also offer the chance to sponsor an issue that is related to your business area and give you prime access to your target market.

'What's On' is presented as an A3 sheet folded to A5 and is published on the first day of each month in term - that is, seven issues per academic year including: September/October; November; December; January; February; March; and May/June.

You can block book a number of issues for a term or the year to take advantage of highly competitive rates.

Side ad	£200
Bespoke ad (e.g. banner wrap)	from £200



# Freshers' Fayre

29 & 30 September 2011



15,000 students, two days and one fantastic opportunity! UCLU's annual Freshers' Fayre is a great chance to target students directly in their first weeks of studying at UCL. Our one way system (shown above) means that all of the 15,000 students that come to the fayre are certain to pass your stall. At the Freshers' Fayre you have a choice of Premium or Executive stalls, with the details of each below.

The booking deadline for the 2011 Fayre is Friday, 2 September.

Stall Type	Size	One Day	Two Days
Premium	2.5m x 2m	£750	£1200
Executive	1.5m x 2m	£500	£800
Charity	1.5m x 2m	NA	£400

## UCLU Academic Wallplanner

Given out to 5000 students at Freshers' Fayre, the wallplanner is an opportunity to get your name on the bedroom wall of students for the whole year.

Stall Type	Cost	Deadline
Sponsorship (including logo of equal size to UCLU and five key dates on the calendar)	£900	2 September 2011
Spot advert	£200	



# Freshers' Mailing

## August 2011

The **Freshers' mailing** is the first opportunity to connect with students preparing to come to UCL. The mailing is sent to both new undergraduate and postgraduate students in the UK a few weeks before they arrive at UCL, at a time when they are most eager to receive information from the university.

The Freshers' mailing comprises our student handbook, a 'welcome' multimedia CD-ROM, a local area map, the first issue of 'What's On' (see page 5), and a welcome letter.

We also send out a **Returners' mailing** which includes a welcome back letter and 'What's On' guide.

Our **International mailing** includes a 'Welcome Email' linking straight to our welcome multimedia page.

We can also develop creative bespoke media packages that cater precisely for your needs and budget and allow you to get the best from what we can offer to penetrate the student market at UCL.



Publication	Details	Cost	Circulation	Artwork Deadline
Freshers' Handbook (UG & PG)	Back cover, 210x148mm	£1600	6000	1 July 2011
	Inside Front Cover, 210x148mm	£1300		
	Inside Back Cover, 210x148mm	£1100		
	Full Page, 210x148mm	£700		
	Half Page, 105x148mm	£450		
Freshers' Insert	1 item up to 10g, max size 210x148mm	£1200		5 August 2011
Returners' Insert	1 item up to 10g, max size 210x148mm	£2000	10000	5 August 2011
Welcome Multimedia	Multimedia advert	from £1500	11000	12 August 2011
UCL Union Local Area Map	Sponsor Map (logo on front & outlet shown on map)	£1000	8000	1 July 2011
	Your outlet shown on map	£150		

The prices are for advertising in both the **undergraduate and postgraduate Freshers' handbooks**, which will ensure the best return on investment for your advertising. However, we can accommodate advertisers who wish to target either market by advertising in just one handbook.

# uclu.org

Advertise on our interactive website, where students go to vote, chat, get advice, find work, get information about the latest Union news and events and much more. In a typical month during term time, our website gets over 50,000 visits and over 200,000 page views.

The screenshot shows the UCLU website homepage with the following elements:

- Header:** UCLU University College London Union logo.
- Navigation:** A row of colorful buttons for 'Find a Job', 'Active UCLU', 'Bars, Cafés & Shops', 'Get Involved', 'Your Union', 'Clubs & Societies', 'Events', 'Get Advice', 'Calendar', 'Volunteers', 'Give it a Go', and 'Low Cost Holidays'.
- Supporting, serving & empowering students** tagline.
- Union news:** A purple sidebar box with a 'Union news' header, a logo, and text about Bloomsbury Fitness now being IEI accredited.
- About the Union:** A purple sidebar box with the text 'Find out what the Student Union does for you' and a right-pointing arrow.
- Job hunt:** A white box with a search bar and a 'Personalise this page' link.
- Coming events:** A pink box listing events such as 'Brighton Marathon' and 'British Heart Foundation - Hyde Park Jog 2011'.
- Editor's Picks:** A white box featuring 'Summer Ball 2011' with a UCLU logo.
- Advertisements:**
  - Cranfield University:** A banner with the text 'There are no limits. Go further with a Cranfield degree' and an image of a person climbing.
  - The hottest jobs for graduates:** A white box with a red chili pepper icon and the text 'The hottest jobs for graduates'.
  - Bloomsbury Fitness:** A green box advertising 'SPRING OFFER 4 MONTHS FOR THE PRICE OF 3 FROM £70'.
  - elections 2011 RESULTS!:** A black and white box with a banner.
  - Summer Volunteering:** A white box with a colorful banner.
  - Great Minds Don't Think Alike:** A white box with portraits of historical figures and the text 'GREAT MINDS DON'T THINK ALIKE'.

uclu.org	Homepage banner - 210*133px	£350 per month
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# Advertising face to face

UCLU is a busy and vibrant place – over 4,000 students walk through our main building every day. The Union is located on Gordon Street, at the centre of UCL's Bloomsbury campus in Central London.

You can develop a very personal relationship with students as they pass through to our cafe or shop and generate a positive response to your brand by hosting a stall in our Union foyer. Alternatively, allow our experienced promotional staff to distribute your flyers or small promotional items straight into the hands of UCL students at a very competitive rate.



Publication	Details	Cost
Stall in Union foyer	Union reception area, 10am - 4pm	£350 per day
Posters	A3: distributed in locked, specially-dedicated poster boards; over 60 boards available.	£5 per poster per week
	A0: distributed in a designated locked poster box with a back light in key locations; three boards available	£50 per poster per week
Flyering/Distribution	UCLU staff distributing hand-to-hand	£150 per 500
SubTV	15 seconds per hour per week	£150

# Sponsorship Opportunities



From fashion shows and opera productions to dodgeball tournaments and club nights, UCLU's vibrant activities' calendar is packed full of events organised by the Union, many of which are managed by the students themselves. Wherever possible, events are run for free and open to all of the UCL community. However, there are many occasions when funding is too low and even ticket revenue wouldn't cover the costs involved. Sponsorship is the only way that many of these activities can continue in the long run.

While there is an altruistic element to providing sponsorship to these activities, there are also many other benefits that your brand or organisation can receive from such exclusive exposure to the UCL market in such a positive environment.

## Recent sponsorship has included:

- Ernst & Young sponsoring our inter-society dodgeball with over 40 participating societies and 400 spectators
- Image Scotland supporting Club & Society Training Week, attending workshops and assisting students in creating merchandise for their members
- Adament Partners sponsoring the historic annual Varsity Games between UCL and King's College

These are just some examples of the variety of opportunities available at UCLU.

Event	Date (approx.)	Audience
Freshers' Ball	October 2011	1500-2000
Concert in the Quad	December 2011	1000
Club nights - giveaways; competitions etc.	every 4-6 weeks throughout term time	1000-2000
Varsity Games 2012	March 2012	1200
Summer Ball 2012	June 2012	2500
Mandy Walker Games	June 2012	
Sports Colours Ball	March 2012	300
Societies' Colours Ball	June 2012	100
Arts Colours Ball	June 2012	300

# Terms & Conditions

## **On site activity:**

1. No more than three people involved with the campaign are permitted within the designated promotion area at a time.
2. Organisations must only use the designated hire area and must not cause obstruction
3. Any promotional merchandise (including food/drink) to be distributed during any activity must be cleared with UCLU Marketing via BAM prior to the event

## **Posters:**

1. Advertisers are not permitted to put up posters themselves; posters are distributed in locked poster boards by UCLU
2. Posters must be received by UCLU Marketing at least five working days in advance of a campaign start date

## **Flyering:**

1. Must be carried out by UCLU student staff only i.e. external staff may not flyer on UCL grounds
2. At least three working days' notice of a flyering campaign is required (in order to roster student staff to undertake the activity).
3. Flyering is carried out between 11am and 2pm, unless otherwise agreed.

## **Printed Media:**

1. Artwork should be supplied in InDesign, TIFF, EPS or PDF format. Fonts should be converted to shapes, embedded or included. All images must be CMYK or greyscale. A 3mm bleed is required.
2. All artwork must be received by the given deadline. Failure to meet this deadline may result in activity being withdrawn.
3. UCLU retains the right to veto any images which it deems to be offensive, or demeaning to women, within reasonable judgement.

## **Website:**

1. The web homepage button must be 210 pixels wide by 133 pixels high. Please note that the corners of the image will be rounded off in-house to fit in with the design of our webpage.

# Contact Details

for all booking enquiries

We are open to new ideas and creative ways to promote your organisation. We can also combine any of our media options to design a tailor-made package to suit your organisation's needs and budget.

Please contact our media sales team at BAM who will be able to assist you:

**London and South East Sales Team on**

by calling 0845 1300 667

or emailing [hello@bamuk.com](mailto:hello@bamuk.com)