



Contents

Introduction	3
Summary of Opportunities	4
Events Guide	5
Freshers' Fayre	6
Freshers' Mailout	7
www.uclunion.org	8
Advertising Face to Face	9
Sponsorship	10
Packages	11
Student Media	12
UCLU Advertising Booking Form	13
Contact Details	14

Introduction

Welcome to UCL Union – we'd like to offer you the chance to connect with an audience of 20,000 students living and studying in and around central London.

Through our comprehensive media options you can connect with this important target market.

We can provide you with access to:

- 20,000 students, including over 7000 Graduate students
- A community of 27,000 staff and students working and studying at UCL
- Advertising in any of our Union publications, fayres, websites and facilities.

Some of our previous clients have included:

Apple
Barclaycard
Cancer Research UK
CCUSA
Deloitte
Endsleigh
Fabric
Kingsmill
London Philharmonic Orchestra

Metropolitan Police
Milkround Online
Natwest
PriceWaterhouseCoopers
Royal Bank of Scotland
Specsavers Opticians
Tesco Stores Ltd.
Sainsbury's
Samsung

We were really pleased with the amount of the attendees (at Freshers Fayre) and we really got our message out there about the benefits of Consumer Direct for students. It was the busiest out of all the other fares I attended and I will definitely book a stand next year!"

Tricia Smikle, Consumer Direct.

STA Travel
Telewest
The Times
Three Mobile
T-Mobile
UNICEF
Waitrose
Waterstones
Yahoo!

Summary of Opportunities

Events Guide - A monthly calendar of all UCLU Events, distributed to 10,000 students in halls and around campus. For more information go to page 5...

Freshers Fayre – Your chance to connect with over 11,000 students at this two day event at the beginning of the academic year. For more information go to page 6...

Freshers Handbook – Mailed to 7,000 students a few weeks before they arrive at UCL. For more information go to page 7...

UCL Bloomsbury Campus Map – Mailed to 7,000 freshers as part of the Freshers Handbook, and distributed to a further 2000 during Freshers Week, and available around campus throughout the year. Options include placing adverts or marking your business on the map. For more information go to page 7...

Union Stalls – The opportunity to communicate face-to-face with students in the busiest area of the union. For more information, go to page 9...

www.uclunion.org is the Union's hugely successful new website. With information on the latest events and news taking place across campus, and over 3,500 visits and more than 40,000 page views per week during term time, this is a high profile direct way to publicise your organisation among UCL's student community. For more information go to page 8...

Banners and Posters – We can distribute your posters and flyers in key locations around the union. For more information go to page 9...

Sponsorship Opportunities – UCL Union is a wide ranging organisations involved in sport, volunteering, employment and campaigning as well as running several successful bars, shops, cafes and a gym. We also have over 150 clubs and societies with around 10,000 active student members. There are numerous opportunities for your organisation to get involved in sponsorship activity at UCL Union. For more information go to page 10...

Pi Magazine and Pi Squared – Advertise in one of our monthly student publications, Pi Magazine and Pi Squared, the UCL Union student newspaper. For more information go to page 12...

Rare FM – Advertise on UCL's only student radio network. Broadcasting throughout the year on the internet with periodic FM broadcasts covering central London. For more information go to page 10...

Events Guide

Our monthly Events Guide is distributed to 10,000 students in Halls and around Campus every month. An A3 Calendar folded to A6, we can offer you a number of options for advert size. Issues are monthly from September to June 2007/08.

2007/08 rates are outlined below:

Back Page	A6	£300 per issue
Inside Page	A6	£200 per issue

Up to 4 inside page squares can be booked to create an A4 advert. Please contact us to discuss prices.

If you would like to book an advert in the Events Guide please fill the booking form at the back of this pack or call 020 7679 2506



Freshers' Fayre

25 & 26 September 2008



13,000 students, 2 days - UCL Union's annual Freshers' Fayre is a great opportunity to target students directly in their first weeks of studying at UCL. Our one way system (shown above) means that all of the 13,000 students that come to the fayre are certain to pass your stall. At the Freshers Fayre you have a choice of Premium Plus, Premium or Standard Stalls – or you can bring your own display.

2008 Rates are outlined below

Premium Plus	2.5m x 2m	£585
Premium	2m x 2m	£480
Standard	1.5m x 2m	£370
Charity	1.5m x 2m	£195

If you would like to book a stall please call 020 7679 2506.

UCLU Academic Wallplanner

Given out to 6,000 students at Freshers Fayre, the Wallplanner is an opportunity to get your name on the bedroom wall of students for the whole year. 2008 Rates are outlined below:

Sponsorship of Wallplanner (including logo to equal size to UCLU and 5 key dates)	£850
Wallplanner Advert (limit of 5 spaces)	£520

Freshers' Mailout

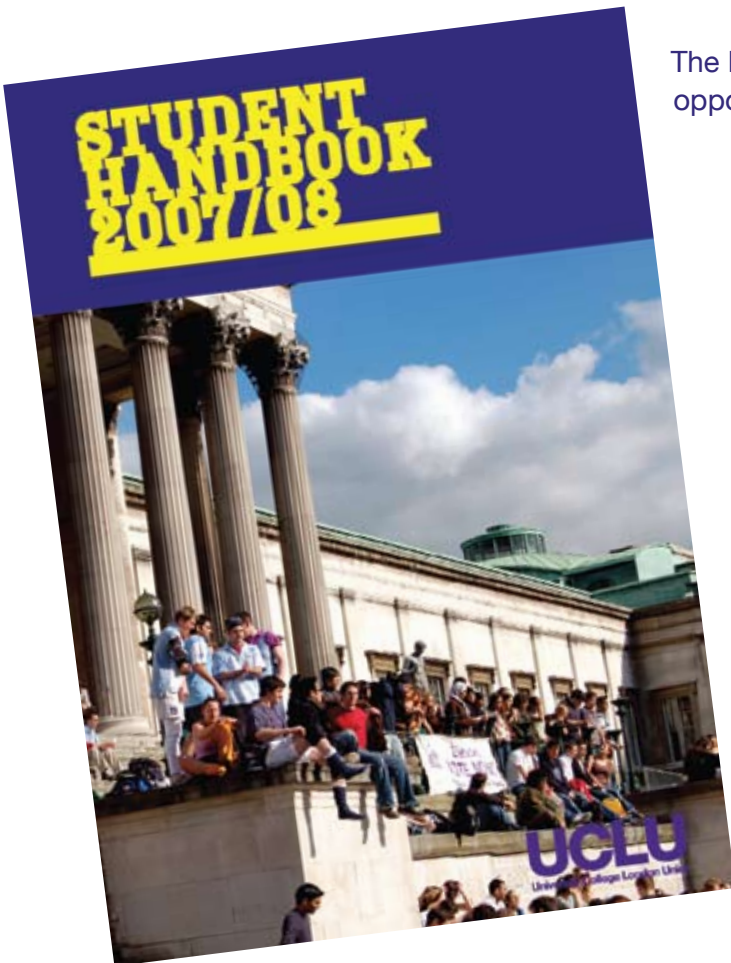
August 2008

The Freshers Handbook is the first opportunity to connect with students preparing to come to UCL. The Handbook is mailed to first year students a few weeks before they arrive at UCL, a time when they are most eager to receive information from the university.

The Freshers Handbook includes a wide variety of information and there are a number of different opportunities to advertise, as outlined below.

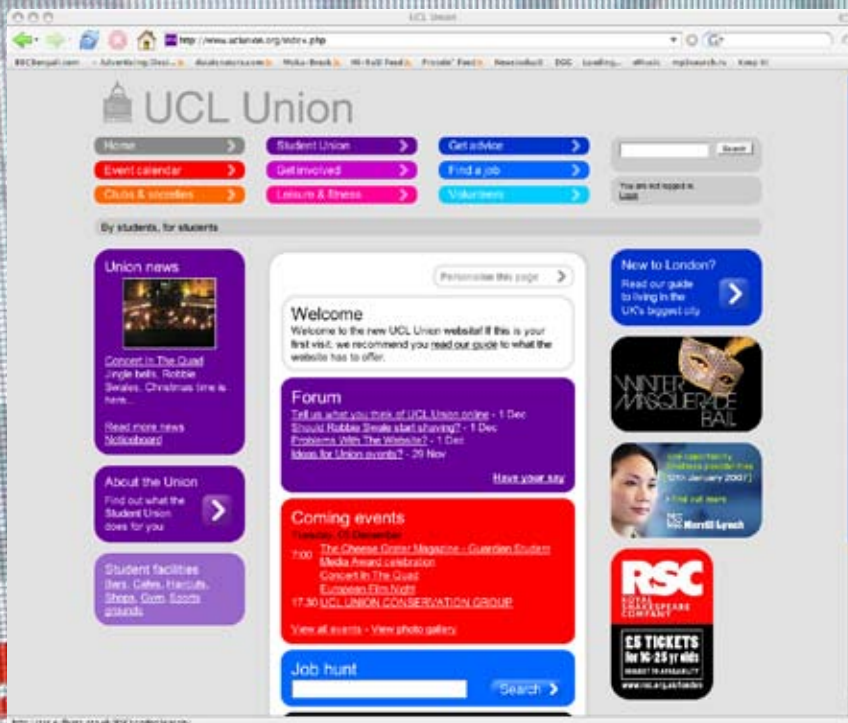
Publication	Details	Cost	Circulation
Freshers' Handbook	Back cover, 4clr, 210x148mm	£1575	7000
	Inside Front Cover, 4clr, 210x148mm	£1215	
	Inside Back Cover, 4clr, 210x148mm	£1045	
	Full Page, mono, 210x148mm	£655	
	Half Page, mono, 105x148mm	£440	
Insert	1 item up to 10g, max size 210x148mm	£1060	
UCL Union Local Area Map	Back Cover, 4clr, 148x105mm	£1575	8000
	Sponsor Map (logo on front & outlet shown on map)	£845	
	Your outlet shown on map	£320	

If you would like to book an advert in our handbook please call our 020 7679 2506.



www.uclunion.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 week during term time our website gets over 3,500 visits and over 40,000 page views.



www.uclunion.org	Banner - Home Page 210x133px	£350 per month
	Banner - Inside Page 210x133px	£200 per month

If you would like to book a banner on our website, please call 020 7679 2506 for fax us a completed booking form, which can be found at the back of this pack.

Advertising face to face

UCL Union is a busy and vibrant place – over 3,000 students walk through our main building every day. The Union is located on Gordon Street, at the centre of the Bloomsbury campus in Central London.

You can promote your company in this environment through banners, posters, flyers, or a stall in the Union reception for a day.



Stall	Union Reception, 10am - 4pm	£275 per day
External Vinyl Banner	Any size up to 6m x 1.1m	£400 per week (banner supplied by client)
Posters	A4 x 4	£30 per week
	A3 x 4	£60 per week
Lift Poster	Ground floor lift doors	£250 per week (banner supplied by client)
Sub TV	1 week @ 15 seconds per hour	£150
Flyer/Postcard Distribution	Via rack throughout the Union, A6 or DL	£100 per 500 per week

If you would like to book a stall or have your posters in the Union, please call 020 7679 2506 or fill in the booking form at the back of this pack.

Sponsorship Opportunities

UCL Union is a large and diverse organisation involved in a wide range of extra curricular student activities including 150+ clubs and societies, a volunteering unit, a job shop, a gym as well as several successful bars, cafes and shops and entertainments. Many of the more active students are involved in Union life, these are often the sort of students many organisations would like to appeal to.

Sponsorship opportunities can be tailored to fit the individual needs of your organisations, whether you would like to get your logo on the sports kit or with our hugely popular May Ball we are sure we can accommodate your requirements.



If you would like to discuss sponsorship opportunities please contact the marketing team (see back page for further details).

Packages



At UCL Union we can combine any of our advertising options to design a tailor-made package to suit your company's needs.

Prices vary, so please contact us on 020 7679 2506 or k.connolly@ucl.ac.uk for more details.

Student Media

Rare FM

Rare FM is the radio station for UCL, broadcasting on FM (using Restricted Service Licenses) and online at www.rarefm.co.uk.

Rare only carries a small number of adverts every hour. Adverts are never played alongside more than three others of the same length, ensuring the attention of the listener is kept and your message is communicated effectively.

www.uclunion.org/general/downloads/rare-advertising-jan07.pdf

Rare FM	
30 second slot	£80 with discounts for block bookings
Show sponsorship	Between £200 - £850 per term
Rare FM website	Between £75 - £500 per term

Pi Magazine

Pi is the free monthly student magazine of UCL. 4,000 free copies of the magazine are distributed throughout UCL's Bloomsbury Campus in central London, with a target audience of around 19,400 students in total.

Pi is an award winning magazine, having been voted runner up as the Best Student Magazine in the NUS/Mirror Student Journalism Awards 2004.

www.uclunion.org/general/downloads/pi-advertising-pack-0708.pdf

Pi Magazine	
Full colour on back cover, 297x210mm	£1300
Full colour inside cover, 297x210mm	£1200
Colour full page, 297x210mm	£1100
Colour half page 148x210mm	£700
Column Sponsorship*	£1000

*price for full year

Pi Squared

Pi Squared is UCL's student newspaper, the sister publication to Pi Magazine. It is a full-colour high-quality tabloid-size newspaper, covering news, sport and opinion from UCL and around the world.

Pi Squared is published monthly, on alternate fortnights to Pi Magazine.

www.uclunion.org/general/downloads/pisquared-advertising-pack-0708.pdf

Pi Squared	
Colour Back Cover, 360x265mm	£1300
Colour Inside Cover, 360x265mm	£1200
Colour Full Page, 360x265mm	£1100
Colour Half Page, 132x180mm	£700
Column Sponsorship*	£1000

*price for full year

UCLU Advertising Booking Form



Activity Date(s) _____

- Stall in Union Reception 10am – 4pm £275 per day
- A4 Posters x 4 £30 per week
- A3 Posters x 4 £60 per week
- Distribution of Flyers/Postcards (A6/DL) £100 per 500
- Homepage Banner, 210x133mm £350 per month
- Inside Page Banner, 210x133mm £200 per month
- Wallplanner Advert (limit of 5 spaces) £500
- Banner outside Union Building, 6.5 x 1.1m £400 per week
- Ents Guide Advert, A6 £200 per month

(Please note all prices are excluding VAT)

- Artwork Enclosed
- Artwork to Follow

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.

Company name: _____

Contact name: _____

Telephone No: _____

Email: _____

Invoice Address: _____

Order No: _____

Signed: _____ Position: _____

Total (excl VAT)

Please fax completed forms to:
020 7679 0466

Or post to:
Marketing Department
UCL Union
25 Gordon Street
London
WC1H 0AY

Tel: 020 7679 2506/7902

Contact Details

for all booking enquiries

Please contact:

Katie Connolly

Marketing & Communications Assistant

020 7679 2506

k.connolly@ucl.ac.uk

or

Tony Withstandley

Promotions & Marketing Manager

020 7679 7902

t.withstandley@ucl.ac.uk

UCL Union

Promotions and Marketing

25 Gordon Street

London

WC1H 0AY