



**LIVERPOOL**

Student Media

**JMSU**

Liverpool John Moores University

Students' Union

**Media Pack**

2018/19



# CONTENTS.

- |     |                             |     |                   |
|-----|-----------------------------|-----|-------------------|
| 1.  | Intro                       | 14. | Digital Screens   |
| 3.  | LJMU Student Stats          | 15. | Website Ads       |
| 6.  | Before Students Arrive      | 16. | Social Media Ads  |
| 8.  | Freshers Week Sponsorship   | 17. | Staff Uniform     |
| 9.  | Freshers' Fair              | 18. | Posters           |
| 11. | Wall planner Ads            | 20. | Refreshers' Fair  |
| 12. | Face-to-face on-site stalls | 21. | Event Sponsorship |
| 13. | Flyering in halls/on campus | 23. | Get in touch!     |





# WE'RE AT THE HEART OF LJMU STUDENT LIFE.

Are you trying to reach out to the student market? Then you need to advertise with JMSU.

We're the heart and voice for all Liverpool John Moores University students. We have opportunities for you to reach our students throughout their time at LJMU (even before they arrive!).

With access to over 22,000 students, advertising through us gives you the opportunity to reach out to our students in a range of different ways. We know our students better than anyone.

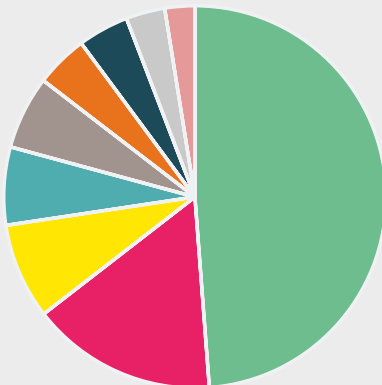
Whether you are interested in advertising to students, engaging with the student market, or looking to better understand the student audience through research; we can help you reach students in a variety of unique and effective ways by creating tailored packages to meet your needs!

JMSU is a charitable organisation, which means all income generated via media opportunities is used to improve our organisation to benefit our students.




# AVERAGE MONTHLY STUDENT SPENDS







\*Save the Student 2017



<span style="color: green;">■</span> Rent £385	<span style="color: magenta;">■</span> Food £124
<span style="color: yellow;">■</span> Socialising £64	<span style="color: cyan;">■</span> Travel £52
<span style="color: brown;">■</span> Bills £49	<span style="color: darkblue;">■</span> Clothes £34
<span style="color: darkblue;">■</span> Clothes £34	<span style="color: black;">■</span> Other £35
<span style="color: pink;">■</span> Mobile Phone £20	<span style="color: grey;">■</span> Books £26

# 2017/18 LJMU STUDENT STATS

 22,000+ STUDENTS

 11,000+ LIKE US	 12,000+ FOLLOW US
79% < 21 YEAR OLDS	21% > 21 YEAR OLDS
 54% FEMALE	 46% MALE
 9% INTERNATIONAL	 91% UK RESIDENTS

The average student now spends over £9,800 per year; this puts the spending power of LJMU students at £216 million+ per year.



## WHY ADVERTISE WITH JMSU?

- △ Students have spending power.
- △ Students are keen to try something new.
- △ We have exclusive access to LJMU students.
- △ We're their Students' Union, a brand they know and trust.
- △ We can tailor packages to suit all of your marketing needs.
- △ We have the insight and experience to ensure you get maximum return on investment.







# KICK START STUDENT LIFE...

With LiverpoolSU  
Your Students' Union at LJMU

## STAY CONNECTED...



LiverpoolSU.com



LiverpoolSU



# BEFORE STUDENTS ARRIVE

## Mailing Inserts

Each year, JMSU sends a direct mailing to each of the 5,000 students coming to study at LJMU. Inside is a Welcome Guide, information about our Students' Union and Freshers' Week, and limited space for A6 promotional flyers.

**Closing date:** 1st August 2018

## Welcome Guide Advertisements

The Welcome Guide (A6) showcases everything that a student can get involved with during their first few months of University. We produce 7,500 copies that are distributed within the mailing insert, in Halls of Residences and at our Freshers' Fair. The Welcome Guide is a great way to showcase your brand to new students.

**Closing date:** 25th July 2018

### NOTE!

Opportunities are limited so we suggest you book early to avoid disappointment.

SIZE	QUANTITY	COST
A6	5,000	£1200

AD SIZE	QUANTITY
1/2 A6 page	£300
Full A6 page	£500
Inside front cover	£700
Inside back cover	£700

All rates within this Media Pack are subject to VAT.



# FRESHERS' WEEK SPONSORSHIP

**Do you want to be the first brand to reach students and leave a reminder on thousands of students' wrists?**

We have an exclusive opportunity for a brand/company to sponsor our Freshers' Week package. Our fabric wristbands are worn by students for weeks, or until they fall off! Our wristband packages are tremendously popular amongst first year students (selling out every year) and include some of Liverpool's biggest student nights.

To grab this **EXCLUSIVE** opportunity to be the first to get your message across to our students then ensure you get in touch.

**Closing date: 31st July 2018**

**NOTE! Opportunities are limited so we suggest you book early to avoid disappointment.**

**A sponsor can expect to receive:**

- △ Logo on 2000 printed fabric wristbands.
- △ Logo on all promotional materials (Posters, direct mailing to all 5,000+ new Liverpool John Moores University students, advert within JMSU Welcome Guide)
- △ Logo & text on JMSU website throughout August & September.
- △ Promotional email to all wristband purchasers.
- △ Regular social media activity (scheduling to be agreed).
- △ Opportunity for presence at night-time events.

All rates within this Media Pack are subject to VAT.



# FRESHERS' FAIR '18

Join us at our Freshers' Fair where we welcome 9,000 students and highlight the best that JMSU and the city has to offer. With prices that start from 9p per face to face interaction with students, can you really afford to miss out?

This year we'll be holding our Freshers' Fair on Wednesday 26th September 2018 at the iconic Echo Arena at Liverpool Docks. Make sure you get your spot to interact with up to 9,000 students. Places are limited though, so book now!

STALL TYPE	COST
Foyer/Outside	£1,495
Premium	£1,295
Standard	£995
Charity/Local	£395



# FLYERING & SAMPLING

Can't attend the Fair? We also have other opportunities where you can showcase your brand to students.

OPPORUNITY	COST
Flyering (per 1000)	£500
Sampling (per 1000)	£500

All rates within this Media Pack are subject to VAT.



# WALL PLANNER ADS

Our wall planners are an academic calendar and are distributed to 5,000 students directly within Halls of Residences, at inductions and at our Freshers' Fair. They are an unlimited way to have an ongoing impact for an all-year campaign.

**Closing date: 15th August 2018**

AD SIZE	COST PER AD
90 x 90mm	£300



# ONGOING ADVERTISEMENTS

Ensure your brand is remembered once the Freshers' hustle and bustle has calmed down!

## FACE-TO-FACE ON-SITE STALLS

Come on-site to John Moores Students' Union where we can provide the perfect opportunity for you to interact with our students face-to-face. We offer you the chance to engage with students whilst they're relaxing in between classes, grabbing a refreshment from the University café or using the new facilities in each of our social spaces on campus.

STALL PER DAY	COST
September - October	£500
November - February	£400
March - May	£300





# ONGOING ADVERTISEMENTS

## FLYERING IN HALLS/ON CAMPUS

Get your literature or freebies delivered right into the hands of students' on campus or at their doors. Stand out from others who want the students to go to them - now you will be able to go to the students!

QUANTITY	COST
1000	£500
2500	£900
5000	£1400



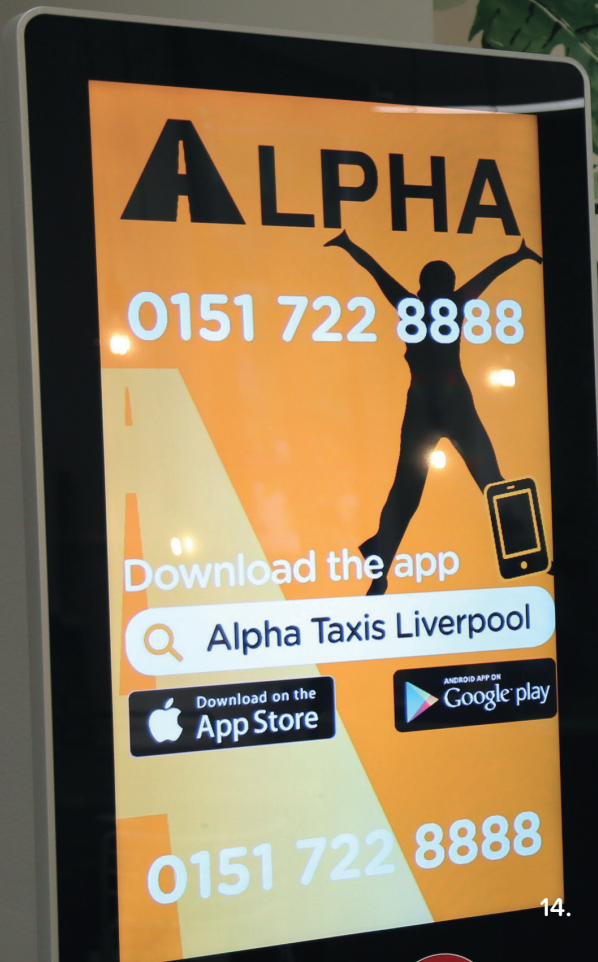
# ONGOING ADVERTISEMENTS

## DIGITAL SCREENS

Located in our main campus buildings, our 8 screens are your chance to get your brand seen by hundreds of students each day. Our adverts run for 10 seconds in a loop of 6.

TIME PERIOD	COST
Per week	£200
Per fortnight	£350
Per month	£600

All rates within this Media Pack are subject to VAT.



# ONGOING ADVERTISEMENTS

## WEBSITE ADS

The one place that contains **ALL** the information students need!

Our website is a social hub of need-to-know information for current and prospective students. We have an average of 85,000 visitors and 29,000 page views each month. There are different ways to advertise; from banner adverts to advertorial style news pieces on our website. We can help you drive traffic to your own website(s) and aid with measuring the effectiveness of your marketing campaigns.



QUANTITY	COST
728 x 90 px (per month)	£400
728 x 90 px (per term)	£1200
728 x 90 px (per year)	£2000
Mid homepage banner (per month)	£400
News piece (300 words + picture)	£300

# ONGOING ADVERTISEMENTS

## SOCIAL MEDIA ADS

Want to get your message out to over 23,000 followers?

JMSU has an active and engaging social media presence with over 23,000 followers on Facebook and Twitter.

Prices listed are per individual post. For multiple communications, please get in touch. We have a whole range of year-round opportunities for you to gain maximum exposure to your brand, both on campus and digitally.

All rates within this Media Pack are subject to VAT.



FACEBOOK PROMO	COST
50 words, photo, @ tag or link	£75

TWITTER PROMO	COST
135 characters, photo, @ tag or link	£75

TWITTER & FACEBOOK COMBO	COST
Both with @ tag or link	£120



# ONGOING ADVERTISEMENTS

## STAFF UNIFORM

Do you want your brand to be seen on a continual basis? JMSU employs over 30 student staff to work across our student-facing departments. These students wear a branded JMSU t-shirt and hoody at all times. This opportunity allows thousands of students to be exposed to your brand all year round.

SPONSOR/LOGO SIZE	COST
150x150mm	£2500
50x50mm	£1250



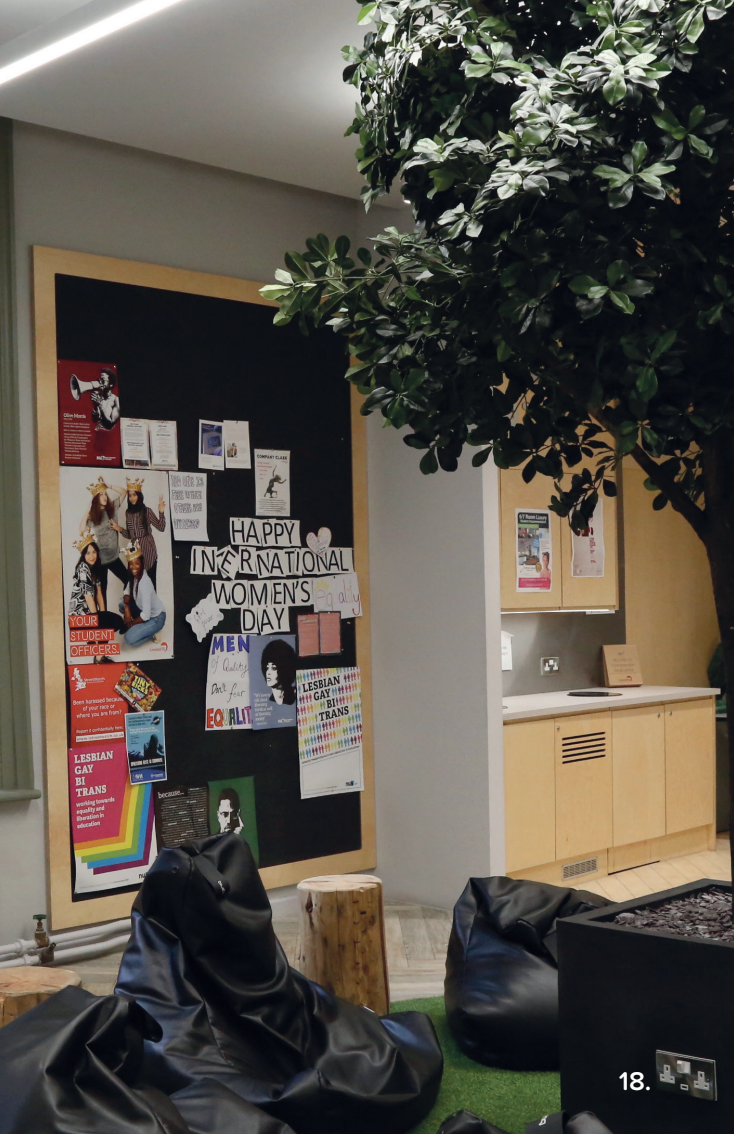
# ONGOING ADVERTISEMENTS

## POSTERS

Our poster sites are located throughout campus in our bustling social spaces. We have a range of size options available. These are in high footfall areas of the building, guaranteed to give you great exposure of your brand, campaign or activity.

SIZE	COST
A3 (per 5 posters, per month)	£50

All rates within this Media Pack are subject to VAT.





# REFRESHERS' FAIR

We can help you remind students of your brand with our famous Refreshers' Fair. Hundreds of students visit to claim freebies and learn about products and services available.

STALL TYPE	COST
Premium	£600
Standard	£500
Charity/Local	£250

All rates within this Media Pack are subject to VAT.







# EVENT SPONSORSHIP

Your opportunity to stand out from the crowd. JMSU has a number of sponsorship opportunities for brands. Each year we hold a number of campaigns & events:

## JMSU ANNUAL AWARDS

- △ Our annual awards night celebrating the contribution and impact that our clubs and societies have on students at LJMU. This culminates with our awards ceremony, the JMSU Annual Awards, held in April.
- △ This a chance for everyone to acknowledge and celebrate all of the hard work our student volunteers put in to make our clubs and societies truly amazing, whilst also celebrating the incredible achievements of the past year.



## YOU'RE AMAZING AWARDS

- △ These awards are directly nominated by students to recognise LJMU staff and key students who have made a big impact on the student community through the academic year. With over 2000 student nominations and hundreds of students and staff attending the awards, this is a fantastic opportunity to promote your brand.

All rates within this Media Pack are subject to VAT.

## For each event, a sponsor can expect to receive:

- △ Your logo on every material produced for chosen event.
- △ 3 x flyering opportunities across campus (dates to be decided by you).
- △ 3 x on-site stall days where you can have face-to-face interaction with our students.
- △ 4 Facebook and 4 Twitter posts.
- △ Digital screen advertising for two months.
- △ 4 seats at chosen event.
- △ Present one award plus speech.
- △ Advertorial included in booklet/advertising at each event.
- △ Promotional material on tables of the awards.



For more info, or to book any of these exclusive opportunities, contact:

Craig Clarke  
Head of Sales & Partnerships



[mediasales@ljmu.ac.uk](mailto:mediasales@ljmu.ac.uk)



0151 231 4969





# JMSU

Liverpool John Moores University

Students' Union

**LIVERPOOL**

Student Media

---