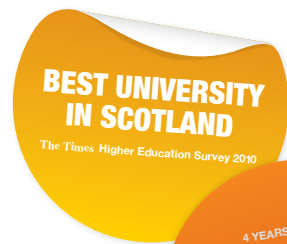


Dundee University Student Media Pack



Are you interested in targeting 16000 University students who spend £75m a year in Dundee?

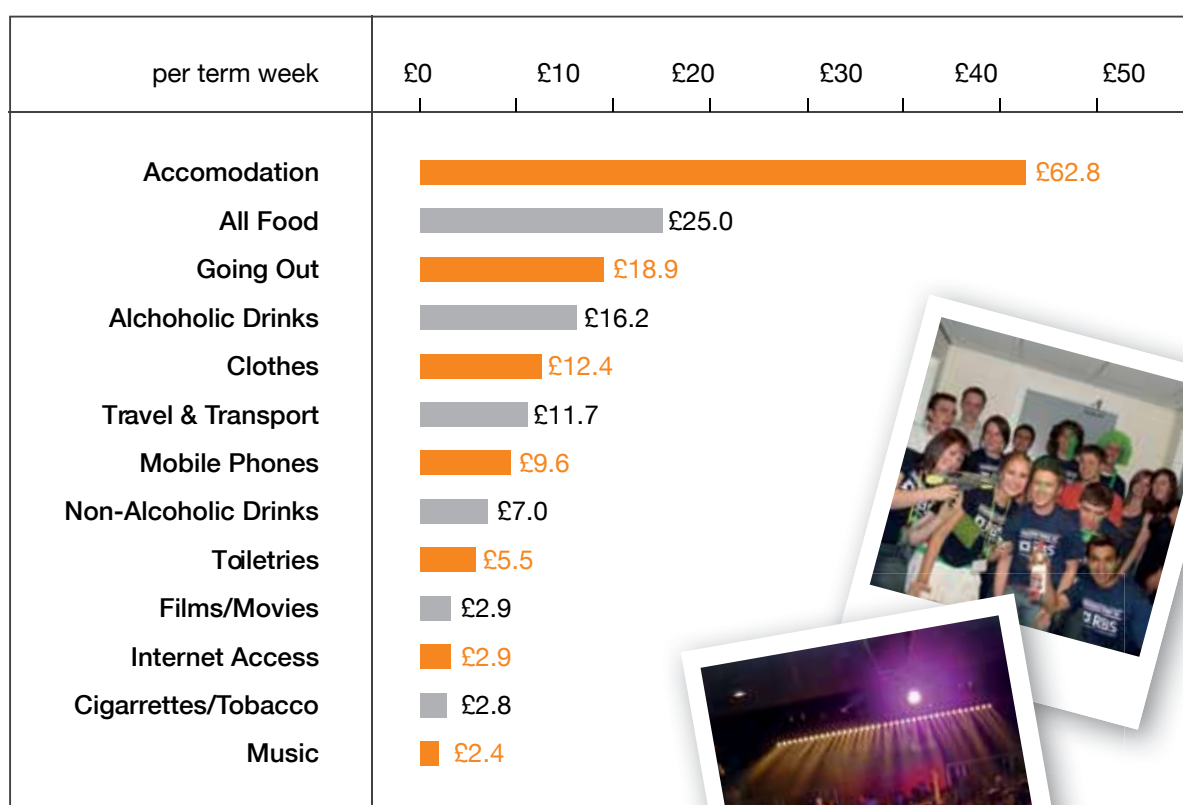


Contents

- 2 Can you afford to ignore Dundee's student market?**
- 4 What is Freshers' Week?**
- 4 Freshers' Week Magazine - Fridge**
- 6 The Freshers' Fayre**
- 6 Freshers' Week Stalls outwith the Freshers' Fayre**
- 7 Halls of Residence Flyer Pack**
- 7 Freshers' Team T-shirts**
- 8 Website Banner**
- 8 Goody Bag**
- 9 Design & Print Service**

Did you know that Dundee University Students:

- make up over 10% of Dundee's population?
- are over 70% of the city centre population profile?
- account for 35% of 16 - 29 year olds in Dundee?
- spend an average of £180 per week on living expenses?



Can you afford to ignore Dundee's student market?

Dundee University Students Association (DUSA) has an annual turnover of £5m and has been rated for the last three years by the Times Higher Education Survey as Scotland's most successful student union. Last year the International Student Barometer listed DUSA as the 7th best students union in the world. Experts at advertising to Dundee's student population, DUSA is the perfect conduit to promote your business to one of the most important demographics of Dundee's population.

Dundee University Students Association restricts advertising on Campus and regardless of what other agencies may say – the following opportunities are the only promotional activity that will guarantee your business direct access to the student market.

This brochure refers to The Union. The Union is the headquarters of DUSA and is an award winning building featuring: two nightclubs, two bars, three catering outlets, a games room, convenience store, swimming pool and a branch of the Royal Bank of Scotland.

For more information regarding these and other bespoke marketing opportunities please contact:

Hayley Smith

Media Sales

Tel 07590 389155

Fax 01225 637101

Email advertising@DUSA.co.uk

Freshers' Week Opportunities



What is Freshers' Week?

For those of you who don't know, 'Freshers' is the term given to new, first year students. Freshers' Week is unlike any other university experience and is one of students' most memorable time at university. Freshers' Week is held at the start of the academic year, from the 3rd to the 11th of September 2011. With no academic commitments, Freshers enjoy nine days of events designed to introduce students to: each other, the University and the city of Dundee. The popularity of Freshers' Week's night-time entertainment at The Union, featuring 'big name' bands and DJ's means the majority of senior students return to take part in the festivities. As such The Union becomes the focal point for Dundee's student population.

Freshers' Week Magazine - Fridge

Fridge is the official and only guide to Freshers' Week events at Dundee University, 3000 copies of this full colour magazine are sent to the homes of all new students, two weeks prior to Freshers' Week. As their in-depth programme to Freshers' Week events, students retain Fridge, not only for the duration of Freshers' Week, but usually as a memento of what is their first and most exciting taste of student life at Dundee.

By advertising in Fridge you can raise awareness of your business before students have even started at University. If you prefer, DUSA can insert your flyer with Fridge. (Single sheets up to A5 will be accepted.) DUSA offers a full graphic design and print service and we can undertake all stages of publicity production on your behalf.

Deadlines:

- Advertisers who require DUSA to design advert artwork - **Friday 1st July 2011**
- Advertisers who are providing their own advert artwork - **Friday 8th July 2011**
- Advertisers who require DUSA to design and print their insert - **Friday 15th July 2011**
- Advertisers who are providing their own insert - **Friday 29th July 2011**



Code	Promotional Opportunity	Description	Cost (EX VAT)
FW001	Handbook Sponsorship	Front cover banner and back cover advert	£2000
FW002	Back Cover Advert	267mm (H) x 210mm (W)	£1500
FW003	Inside Front Cover Advert	267mm (H) x 210mm (W)	£1100
FW004	Inside Back Cover Advert	267mm (H) x 210mm (W)	£1000
FW005	Full Page Advert	267mm (H) x 210mm (W)	£800
FW006	Half Page Advert	133mm (H) x 210mm (W)	£500
FW007	Inserts in Freshers' Mail-Out	Price per 1000 flyers - single sheets up to A5	£200
FW008	Advert Design	Professional design service	£80
FW009	Flyer Printing	350gsm full colour double sided flyer (per 5000)	£99



The Freshers' Fayre

As part of your promotional strategy it is important not only to advertise but also to speak directly to students. With over 100 different stalls, The Freshers' Fayre is your opportunity to promote or sell your products directly to over 2500 new students.

The Freshers' Fayre takes place between 12pm – 4pm on Saturday 10th September 2011.

Please note:

The trestle tables provided are approximately 6ft by 2ft.

Backdrops wider than 6ft will require a two table space

Due to high demand early booking is advisable and payment is in advance

Deadlines:

All Freshers' Fayre stalls to be booked – **Friday 26th August 2011**

All Freshers' Fayre payments – **Friday 2nd September 2011**



Code	Promotional Opportunity	Description	Cost (EX VAT)
FW010	Premier Stall	Two trestle tables placed in an area of high footfall	£850
FW011	Standard Stall	One trestle table	£500
FW012	Charity Stall	One trestle table	£100

Freshers' Week Stalls outwith the Freshers' Fayre

Some of our clients are unable to attend the Freshers' Fayre or sometimes are more suited to our busy bar and nightclub environments at night-time. As such we offer trade stall opportunities outwith the Freshers' Fayre. If you are interested in booking a trade stall, we can advise as to which time would most suit your promotional objectives.

Deadlines:

All Freshers' Week Trade Stalls to be booked – **Friday 19th August 2011**

All Freshers' Week Trade Stalls to be paid – **Friday 26th August 2011**



Code	Promotional Opportunity	Description	Cost (EX VAT)
FW013	One Table Stall - Day	10am - 6pm	£400
FW014	Two Table Stall - Day	10am - 6pm	£600
FW015	One Table Stall - Night	9pm - 2.30am Building Footfall: 2500	£400
FW016	Two Table Stall - Night	9pm - 2.30am Building Footfall: 2500	£600

Halls of Residence Flyer Pack

DUSA distributes a pack of flyers into all 1700 rooms in the halls of residence. Your flyer can be included in this pack.

DUSA offers a full graphic design and print service and we can undertake all stages of publicity production on your behalf.

Deadlines:

Advertisers who require DUSA to design/print flyers – **Friday 15th July 2011**

Advertisers who are providing their own flyers – **Friday 12th August 2011**



Code	Promotional Opportunity	Description	Cost (EX VAT)
FW017	Insert in Halls Flyer Pack	Price per 1000 flyers - single sheets up to DL	£300 (per 1000)
FW018	Flyer Design	Professional design service	£120
FW019	Flyer Printing	350gsm full colour double sided flyer (per 2500)	£99 (per 2500)

Freshers' Team T-shirts

During Freshers' Week DUSA employs a team of 150 senior students to steward events and staff information desks. As such the Freshers' Team are our most high profile members of staff. Usually the first members of staff to meet new students, the Freshers' Team personally interact with approximately 80% of new students. There is an opportunity to sponsor the Freshers' Team with your logo appearing on the back of their uniform.



Code	Promotional Opportunity	Description	Cost (EX VAT)
FW020	Freshers' Team T-shirts	Team of 120 students, with 40 on duty throughout the day and night. Advertiser's logo across the back of t-shirt	£900





Website Banner

Out of the 85 university and college websites hosted by our provider BAM, in March 2010 dusa.co.uk was the 5th busiest website in the UK and the most visited in Scotland. Over August and September 2010 dusa.co.uk received over 1/4 million hits. Placing a banner advert on our website is an excellent opportunity to raise awareness of your business both before and after students have even started at University.

Code	Promotional Opportunity	Description	Cost (EX VAT)
FW021	Banner advert on dusa.co.uk	290px (H) x 640px (W) banner displayed for seven seconds every 105 seconds	£400 (per week)



Goody Bag

Achieving brand recognition and top of mind awareness is not done overnight; it takes a lot of thought in the student market. It's about getting your name out there to potential customers in a way that they will appreciate; by giving them something at no cost to them. During Freshers' Week DUSA distributes 3000 cotton free goody bags containing samples, promotional giveaways and discount vouchers. This helps our clients develop a connection with students that last's long after their first week at University.

Code	Promotional Opportunity	Description	Cost (EX VAT)
FW022	Freshers' Goody Bag	Your sample distributed to 3000 Freshers' - price per 1000 items	£300

Design & Print Service

DUSA's own print and design service can help clients realise their promotional objectives. Packages can be tailored to suit clients' specific requirements and the following list is only a small example of the services provided.

Code	Promotional Opportunity	Description	Cost (EX VAT)
FW023	Double-sided Flyer Design	All design work excluding logo or specific photography	£120
FW024	Flyer Printing (5000 flyers)	A6 full colour, double-sided flyers on 350gsm silk board	£99
FW025	Poster Design	All design work excluding logo or specific photography	£80
FW026	4 Sheet (60" x 40") Poster printing	60" x 40" full colour poster on 120gsm blueback waterproof paper	£22 each



**the
Union**
University of Dundee

DUSA
DUNDEE UNIVERSITY
STUDENTS ASSOCIATION

Hayley Smith
Media Sales

Tel 01225 340460
Mob 07590 389155
Fax 01225 637101
Email advertising@DUSA.co.uk