



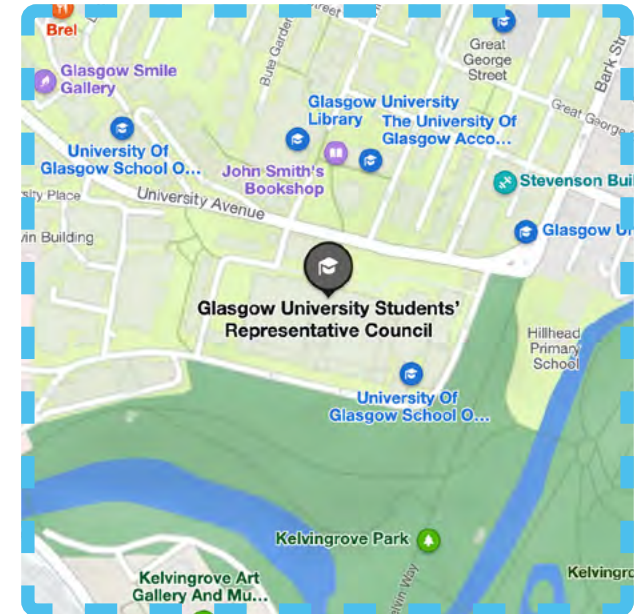
Glasgow University Students' Representative Council

Media Pack 2023-24

INCLUDES **WELCOME WEEK 2023** | SEPTEMBER 11 - 15

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Glasgow University SRC
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glasgowunisrc.org

marketing@src.gla.ac.uk



About Us

Welcome to the Media Pack 2023-24, your comprehensive guide to the exceptional marketing opportunities available with **GUSRC - Glasgow University Students' Representative Council**. With an outreach to over **35,000** students at the University of Glasgow and thousands more across the city, we provide a gateway to connect external companies with this influential and dynamic student audience.

The University of Glasgow is one of Europe's oldest and largest Universities, based in the affluent West End of Glasgow; its students form an integral part of this community. GUSRC serves as a trusted advertising portal to this student community ensuring maximum targeted exposure. Advertising with GUSRC makes sense: **in 2022 over 100 companies advertised with us**; from insurance agencies to pizzerias, from nightclubs to graduate recruiters. See a few of our previous clients and partners on [page 4](#).

We look forward to working with you.



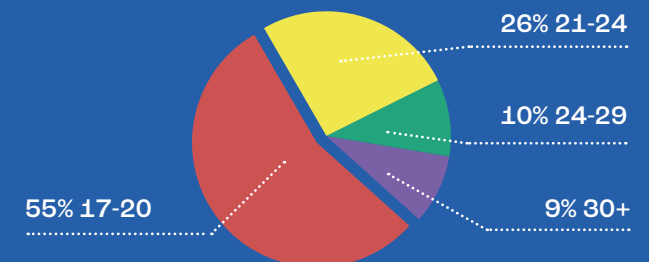
Demographics*

35,000+ Students

44% EU & International
56% UK

60% Undergraduates
40% Postgraduates

59% Female - 41% Male



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Previous Clients



& many more...



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Local Businesses & Charities

Get in Touch

We believe in supporting our local community so if you're a small West End of Glasgow based business, social enterprise or charity, get in touch and we may be able to offer you a special deal.

Liv Barber
marketing@src.gla.ac.uk



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Welcome Week 2023

Welcome Fair

12TH AND 13TH SEPTEMBER 2023

A two day event with a carnival atmosphere, designed to introduce students to the essential aspects of University life over the next four or more years, including your organisation.

The Welcome Fair is the biggest event of the week, with clubs & societies, businesses and organisations providing information, chat, and freebies to students over two days. Set in the majestic University grounds and Sir Gilbert Scott building on our Gilmorehill campus, the atmosphere at the fair is consistently vibrant and we expect attendance upwards of **10,000 students over the two days**.

This is a unique opportunity to speak to a willing audience of students with a broad range of backgrounds and interests. There are a range of options available for organisations wishing a stall. Historically this has proven to be an

extremely popular method for increasing one's profile with students and space is limited, so we advise booking early.

Please ask about our '*Featured Stalls*' offer which utilises GUSRC's vast social media presence to promote individual stalls attending the fair.

Regular stall

2 tables, 2 chairs & backboards provided.

Pitch size: 1.8m x 1.2m.

1 DAY: £850*

BOTH DAYS: £1295*

Premium stall

Double width pitch includes electricity & a prime location.

1 DAY: £1595*

BOTH DAYS: £2295*

Booking deadline: FRIDAY 25TH AUGUST 2023 -
FIRST COME, FIRST SERVED



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Welcome Week 2023

Helper T-shirts

Add your logo and message to the must-have apparel throughout the week: the in-demand Welcome Helper T-Shirt.

These highly visible, specially designed t-shirts are worn by 100+ Welcome Helpers who will be representing the SRC all over campus throughout the week. Helpers are the life and soul of Welcome Week: helping students to move in, showing them around campus, and ensuring everyone is having one of the best weeks of their lives. All helpers are chosen for their friendliness and charisma. What better way to advertise your product than with this group who will be in demand all week long?

Please note the logo can only be 2 colours. Get in touch with our Marketing Team to discuss options.



Your logo on sleeve or back of t-shirts:
£495*

Artwork and booking deadline:
FRIDAY 18TH AUGUST 2023



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Welcome Week 2023

The Guide

Students will keep this essential 150 page guide to University life, and the city, with them throughout their time at Glasgow.

The Guide is exactly what the title suggests: an indispensable guide to the University, the city, and student life. 5,000 copies of this book are distributed directly to the accommodation of all first year students, and will stay with them as a point of reference for the 4+ years they are at University.

From information about the different activities available on campus, to tips about going out in the city, to how to effectively manage the responsibilities of finding a flat or getting a job: it's all included.

New students will read The Guide from cover to cover at least once, and dip in and out of

it throughout their time here for essential information. There are opportunities for your advert to be placed in the most relevant section of the book for maximum impact.

This year The Guide will also be produced as a PDF and delivered to the inbox of every University of Glasgow student. View last year's Guide online [here](#).



Copies: 5,000

Readership: 10,000+ (This year will be distributed to all new students, and an e-copy sent to their inboxes)

Size: A5 (148x210mm)

Inside front / back: £1095* (148x210mm)

Full inside page: £745* (148x210mm)

Half inside page: £495* (148x105mm)

Artwork and booking deadline:

FRIDAY 28TH JULY 2023



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Welcome Week 2023

Goodie Bags

5,000 of these packs, distributed to first year students, create a real buzz on campus. Include your flyers or products to ensure your brand is on our students' minds.

New students receive a bag full of vital information and goodies at the start of the week.

It contains advice and information for enjoying both Welcome Week – including a Welcome Week events guide, student union handbooks, and University survival guides – plus various products students can enjoy.

There are opportunities to include both flyers and/or products within these packs.



A6 or A5 flyers inserted into 5,000 bags:
£995*

Promotional products in 5,000 bags:
£695*

Flyer/product delivery deadline:
FRIDAY 25TH AUGUST 2023

Artwork & booking deadline for bag printing: FRIDAY 1ST SEPTEMBER 2023



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Digital Advertising

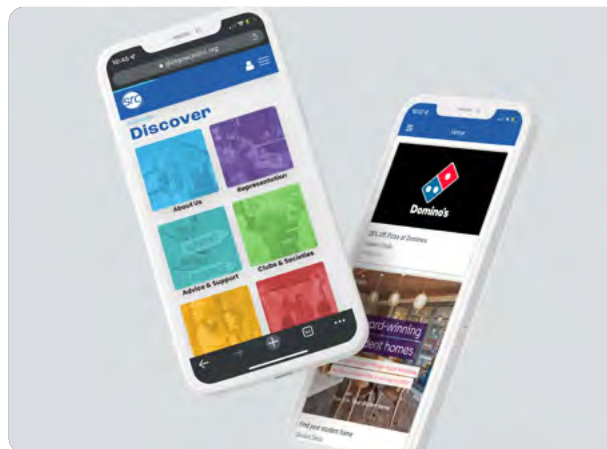
Website

The glasgowunisrc.org website is the first point of call for students' to get information about life at the University of Glasgow, making it the perfect place to advertise your business.

The site is used throughout the year by students who want to find out more about our events, services, campaigns and volunteering opportunities.

It is also where just about every club and society at the University goes to affiliate - currently we have 300+ clubs registered on the site.

Each year in August & September the site gets upwards of **400,000 unique pageviews**, who return in their thousands to use the site throughout their time at University. Enquire to our Marketing Team about also placing ads on our student newspaper's website.



Student Deals

New for 2023, our site now has a dedicated **Student Deals** section. We'll direct our 35,000+ audience to this page to find the best discounts and offers available, including your next big promotion or campaign. Available for any client who spends over £1,000. Enquire to our Marketing team to be part of this opportunity.

Both Sites Advert Package

For the ultimate exposure. On the GUSRC website and the student newspaper website.

1 WEEK: £355* 4 WEEKS: £875*

12 WEEKS: £1675*

GUSRC Website:

A 728 x 120 pixel advert placed prominently on our home page.

1 WEEK: £250*

4 WEEKS: £595*

12 WEEKS: £1195*

Glasgow Guardian Website:

Adverts on the Glasgow Guardian website.

1 WEEK: £195*

4 WEEKS: £495*

12 WEEKS: £895*

Student Deals:

Promote your latest deals and offers. As part of a limited 2023-24 promotion, we will be offering space on our Student Deals site **FREE** to any client who makes a booking of over £1,000. Get in touch to learn more.



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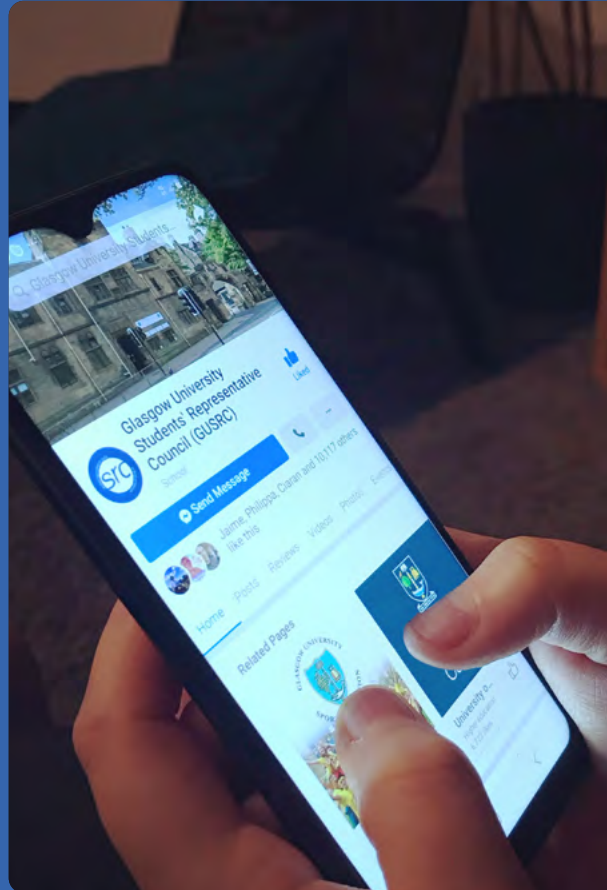
Digital Advertising

Social Media

The SRC has various social media platforms which continue to see growing engagement with students at the University of Glasgow.

Our main account has over 11,000 followers on Facebook, 7,000 followers on Twitter and 5,500 followers on Instagram, each with healthy levels of reach and engagement, so you'll be able to get your brand out to a large captive audience. Thinking about booking a large campaign? Get in touch to discuss using social media to support your other activities. We are also now running a TikTok account - reach out to discuss options to advertise on here.

 facebook.com/glasgowunisrc
 twitter.com/glasgowunisrc
 instagram.com/glasgowunisrc
 tiktok.com/@glasgowunisrc



1 post across Facebook, Twitter & Instagram: £95*

4 posts across Facebook, Twitter & Instagram: £325* (1 POST PER DAY)

Instagram takeover: £400* (1 DAY ONLY - CAPPED AT 30 POSTS)

You can also enquire about sponsoring our TikToks, live-streamed events, Facebook live Q&A sessions, webinars and more.



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Digital Advertising

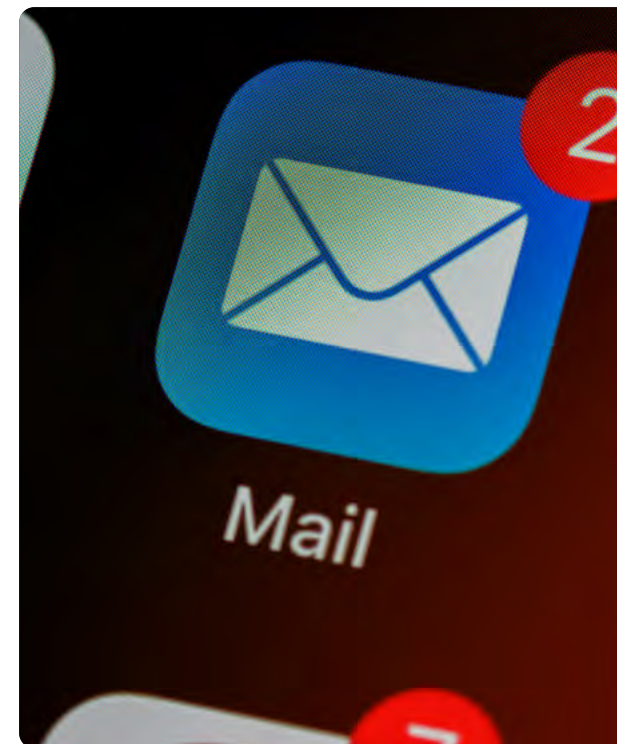
Emails

The SRC sends out regular communications to students who have signed up to receive marketing and events updates.

Thousands of students have opted in for marketing on this list, a number which grows month on month as more people engage with our website. Updates are sent to our subscribers typically every 2 to 4 weeks during term time.

We have options for you to promote your brand either at the top of the email, in the base or both. We will be happy to provide metrics on click and open rate. In Welcome Week we send a bumper email of student deals with both premium and standard spots for your brand.

Thinking about booking a large campaign? **Get in touch** to discuss using email to support your other activities.



Top of Email Banner

1 EMAIL: £195*

3 EMAILS: £525*

Welcome Week Special!

Premium: £250* Standard: £150*

Booking Deadline: FRIDAY 1ST SEPTEMBER 2023



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Digital Advertising

Screens

Your artwork and brand message can be featured on our 50 inch plasma screens within one of the busiest places in the entirety of the University: GUSRC's shared reception space with the University Welcome Point.

The Welcome Point functions as a hub for all students - who will use this space to resolve enquiries and keep up with current events on campus - but also welcomes all staff and visitors of the University.

Artwork will be displayed on rotation with informational messages for students, with up to 2,000 impressions per day.

Please **contact us** to discuss options, including the use of video ads.



Still advert:

1 WEEK £125*
4 WEEKS £400*
12 WEEKS £850*

Video advert:

1 WEEK £200*
4 WEEKS £500*
12 WEEKS £950*

Artwork and booking deadline:

FRIDAY 1ST SEPTEMBER 2023



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Year-round Campus Activities

Stalls

Promotional stalls on campus have historically been a very effective way of capturing the attention of Glasgow University students.

With the flexibility to set up your brand on campus any time of the year, promotional stalls can be used to promote seasonal campaigns and stand out within a captive audience environment.

Some of our indoor stalls take place in the historic Glasgow University Union building: a high footfall, high impact space where students socialise throughout the year.

Please note that these prices are only valid from October 2023 onwards. Additional staff members for stalls can be requested for any package, subject to approval by the Marketing Team.



Outdoor stall, larger footprint:

£795*

Indoor stall, power, wi-fi:

£595*

Enquire to our Marketing Team about setting up trader stalls on campus, or for prices to attend our *January Welcome Fair* (January 2024).



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Year-round Campus Activities

Posters & Flyers

Poster space is bookable in the Glasgow University Welcome Point & GUSRC building for up to 8 x A2 or A3 posters.

We can also arrange for a campus-wide poster display for some products. This should be discussed with our Marketing Team. Flying sessions can also be booked across campus, including in prime locations such as outside the University Library.



Welcome Point posters

£20* PER POSTER PER WEEK (SUBJECT TO MINIMUM SPEND OF £200*)

£650* FOR 8 POSTERS PER 12 WEEKS

Our student PR Team can get your flyers in the hands of 1,000s of students!

Starting from:

4 hours of flying on campus: £395*

Alternatively, use your own ambassadors!

For access to campus: £295*

Banners & Vinyls

The GUSRC building sits at a prime location just outside the Main Gates of the University.

For a fee, you can advertise your brand via a banner on the prestigious railings of the University.

Additionally we provide opportunities for installing vinyl graphics in The Gilchrist Postgraduate Club - a thriving café for postgraduate students and University staff. **Get in touch** to discuss options.

1m x 3m banner on University Avenue:

4 WEEKS: £595*

8 WEEKS: £1295*

12 WEEKS: £1595*

Vinyl graphics options include table-top inserts in The Gilchrist Postgraduate Club (up to 3 tables), plus window inserts and bespoke graphics by arrangement. All dependent on availability.



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Year-round Campus Activities

Sponsorship

GUSRC organises various events and campaigns throughout the year including cultural and social events, well-being campaigns, award ceremonies and much more. Sponsor the right event and you could open up a whole new market for your business.

Cultural and Social Events:

Ceilidhs and Balls, January Welcome Week, Oktoberfest, Burns Night, Chinese New Year, The Gilchrist Pub Quiz, Drag 101, Jazz Night.

Well-being Campaigns:

Exam De-stress (Christmas and Spring), Raising and Giving Week, Black History Month, LGBT+ History Month, International Women's Week.

Award Ceremonies:

The Student Teaching Awards 2024, The Volunteering, Clubs and Societies Awards 2024.



Sponsorship can range from having your logo attached to an event, to having your products available there, to having your representatives in attendance. Contact us to discuss options.

Sponsor a cultural or social event:
STARTS FROM £295*

Sponsor a well-being campaign:
STARTS FROM £395*

Sponsor an award ceremony:
STARTS FROM £495*



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Student Media

Newspaper

The multi-award winning Glasgow Guardian has a readership of over 20,000 and is distributed throughout the University and the west end of Glasgow.

Having won a plethora of awards at the Herald Student Media Awards and Guardian Student Media Awards in recent years, the Guardian's reputation precedes it. The newspaper – as well as a news section which often features stories picked up by national press – contains features, lifestyle, arts and sports sections: there's something for everyone to enjoy. Loyalty and continued interest in the paper has developed in students studying at both the University and School of Art.

Each new issue flies off the shelves every three weeks around the University of Glasgow campus, halls of residence, Glasgow School of

Art, and student hotspots in the west end. The first edition, released shortly after Freshers' Week, is set to be 'sold out' even quicker as first year students use the publication to find out more about current issues surrounding student life at Glasgow.

NEW: Advertise on the highly visited [Glasgow Guardian web page](#). Get in touch to discuss.



Front page banner: £295* (60x255mm)

Inside banner: £95* (60x255mm)

Quarter page: £195* (127x160mm)

Half page: £395* (160x255mm)

Full page: £745* (320x255mm)

Back cover: £845* (320x255mm)

Wrap around: £1995* (320x255mm x 2)

Flyer inserts: £165* (A5 / A6)

Column: £185* (320x85mm)

Eighth page: £125* (80x127mm)

Web Adverts:

1 WEEK (£105*) 4 WEEKS (£335*)

Artwork should be supplied as flattened .pdf files in CMYK

Minimum resolution: 300dpi

**Artwork & booking deadline for issue 1:
FRIDAY 18TH AUGUST 2023**

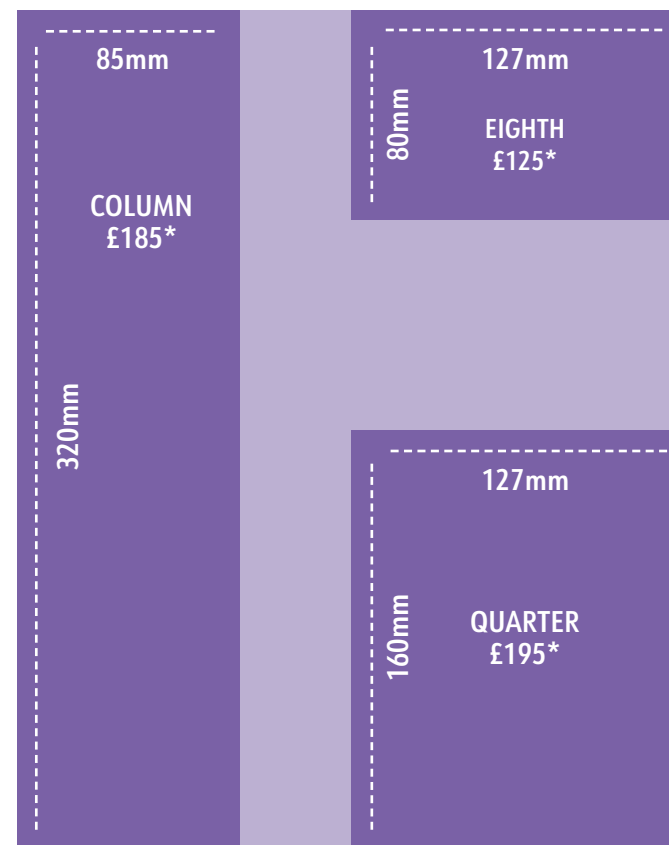
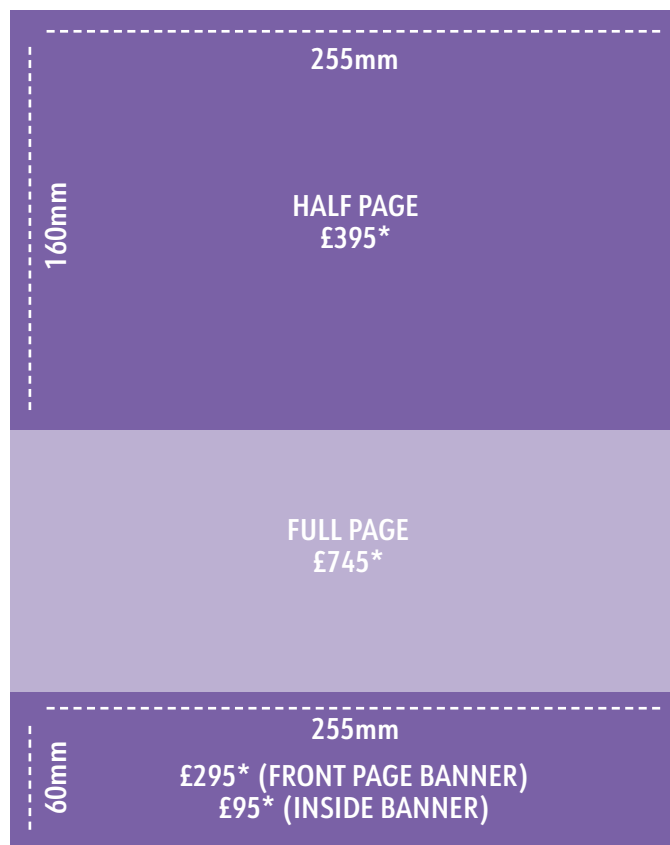


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Newspaper Specs



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Student Media

Magazine

The multi-award winning Glasgow University Magazine (GUM) is distributed throughout the University and West End and will fly off the shelves in the first week of term.

Awarded 'Best Magazine' by the Herald Student Media Awards in recent years, GUM is a stylish, chic and cutting-edge magazine. Recently celebrating its 130th year of publication, it focuses on a range of topics, from fashion to politics to art.

Its reputation for high-quality design and finishes mean it is sought after and talked about across campus and throughout the city. It has developed a following of artists, creatives, and students alike over the past few years. The estimated readership is 15,000 and copies are always in demand.

3,000 copies of each issue are published quarterly - the first during Freshers' Week - and distributed throughout Glasgow, in venues popular with the 18-24 age-range, including bars, cafés and clubs.

Back cover: £595* (210x297mm)

Inside front/back cover: £495* (210x297mm)

Full inside page: £395* (210x297mm)

Half inside page: £295* (210x148mm)

Quarter inside page: £195* (148x105mm)

Artwork & booking deadline for issue 1:
FRIDAY 18TH AUGUST 2023

Artwork should be supplied as flattened .pdf files in CMYK

Minimum resolution: 300dpi

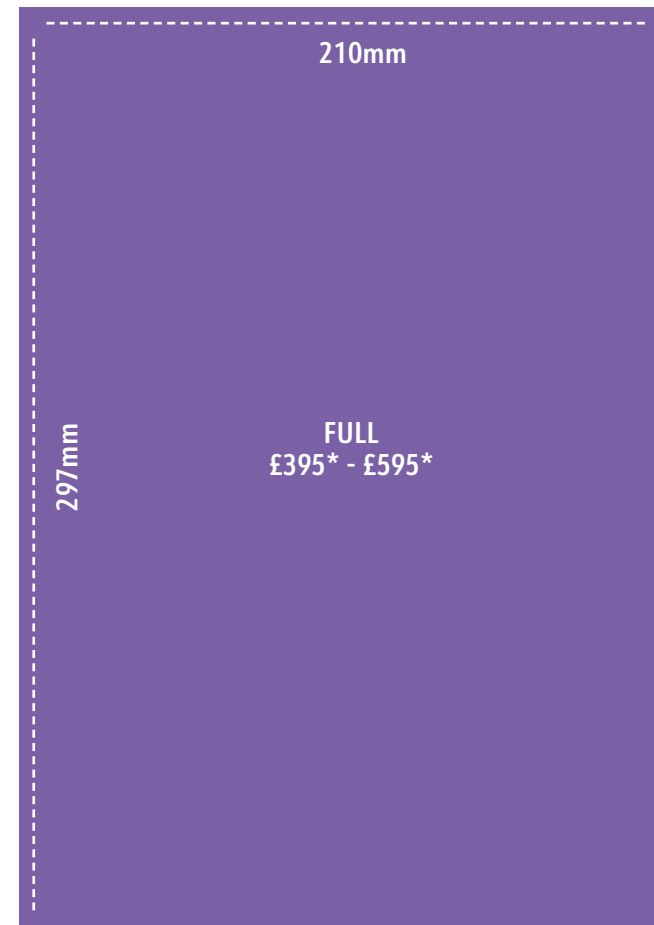
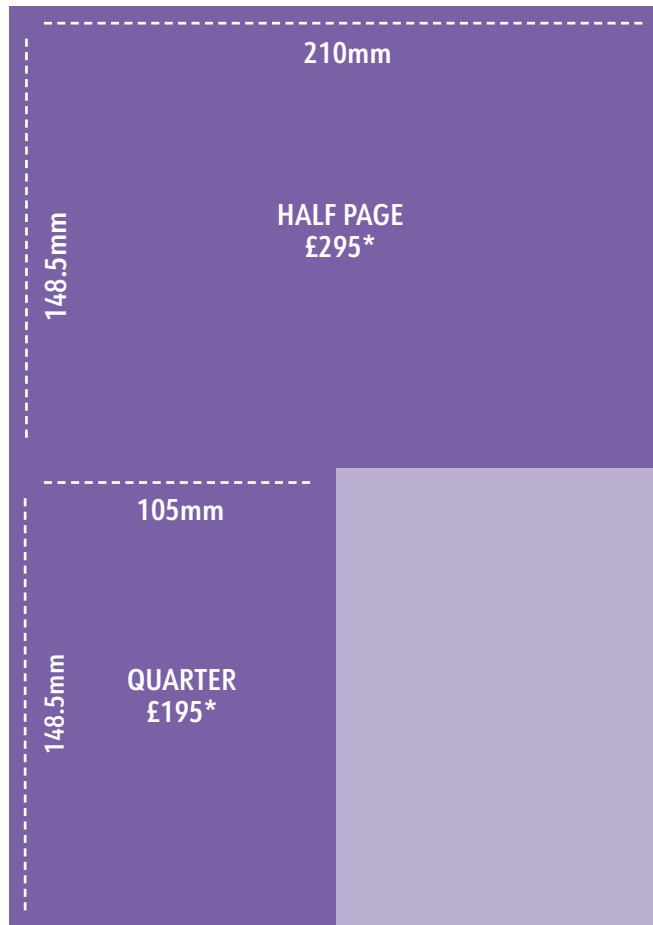


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Magazine Specs



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Student Media

TV Station

Glasgow University Student Television was the UK's first student TV station. For over fifty years, GUST has produced brand new programming every week, which can be viewed online, and at various locations around campus. The GUST team have been highly commended for their work by the National Student Television Awards.

With its studio facilities, fully equipped editing suites and a plethora of filming equipment, it produces high quality and professional output, and it offers opportunities in presenting, writing, directing, acting, effects and design and more. Former GUST members include broadcaster Andrew Neil and former Doctor Who showrunner Steven Moffat.

PROGRAMMES - Every week, GUST News provides coverage of the week's events, with

a particular focus on campus-based issues, including its investigative reports, which in recent years have covered subjects such as personal safety alarms, alcohol use amongst students, and security in halls of residence.

NEWS - National news is also analysed from a student perspective, with in-studio discussions and interviews with the key players.

SPORT - GUST Sports focus is entirely on the University's teams, with results from all the main matches and selected highlights.

ARTS & EVENTS - G-Spot, GUST's arts and events guide, looks at what's going on in and around Glasgow, both on campus and beyond, and is presented from a featured location each week.

MUSIC - GUST's music programming will continue to feature live performances and interviews with both unsigned and well-known artists. In addition, live events are held throughout the year.



Programme sponsorship:

10 SECOND VIDEO BEFORE AND AFTER THE PROGRAMME

£200* PER EPISODE

(SCREEN, PODCAST AND WEBSITE)

Advertisement production:

PRODUCTION OF 30 SECOND ADVERTISEMENTS:

£200*

(ONE DAY'S FILMING + EDIT)



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Student Media

Radio Station

Subcity Radio is a leading name in the Glasgow music scene, with a loyal and thriving fan-base spread throughout the city that enjoys Subcity's traditions of high quality broadcasting and fantastic events. With around 24,000 hits to the Subcity.org website per month, the Subcity brand has become a byword for cutting-edge music.

Subcity Radio broadcasts online throughout the academic year and also on FM at certain intervals. In 2022-23 the station had over 120 shows presented by a wide range of DJs, all with their own unique musical tastes.

Subcity Radio has an impressive reputation throughout the city, attracting online listeners from student, young professional, and trendy Glaswegian backgrounds. They continue to build their image through various sell-out

clubnights in some of the city's top venues and their 24-hours a day content is archived in a 'listen again' feature to allow extended listening for anyone who's missed their favourite show.



Media Partnerships for outdoor broadcasts:

PRICES START FROM £1,000* INCLUDING:

- OUTDOOR BROADCAST
- DJs
- ORIGINAL ARTWORK FOR PR PURPOSES
- TECHNICAL SUPPORT
- A PAGE ON [SUBCITY.ORG](https://subcity.org) WEBSITE

Please contact manager@subcity.org to discuss bespoke partner packages.



glasgowunisrc.org

marketing@src.gla.ac.uk



Rate Card

Package deals available for large campaigns, please get in touch with the Marketing Team to discuss.

Welcome Week

Welcome Fair - Regular stall:

1 DAY: £850* BOTH DAYS: £1295*

Welcome Fair - Premium stall:

1 DAY: £1595* BOTH DAYS: £2295*

Helper T-Shirt - Your logo on sleeve or back of t-shirts: £495*

The Guide - Inside front / back: £1095* (148x210mm)

The Guide - Full inside page: £745* (148x210mm)

The Guide - Half inside page: £495* (148x105mm)

Goodie Bag - A6 or A5 flyers in 5,000 bags: £995*

Goodie Bag - Products in 5,000 bags: £695*

Digital Advertising

Website - Both Sites Advert Package:

1 WEEK: £355* 4 WEEKS: £875* 12 WEEKS: £1675*

Website - GUSRC Website:

1 WEEK: £250* 4 WEEKS: £595* 12 WEEKS: £1195*

Website - Glasgow Guardian Website:

1 WEEK: £195* 4 WEEKS: £495* 12 WEEKS: £895*

Social Media - 1 post on Facebook, Twitter, Instagram: £95*

Social Media - 4 posts across Facebook, Twitter & Instagram: £325* (1 POST PER DAY)

Social Media - Instagram takeover: £400* (1 DAY ONLY - CAPPED AT 30 POSTS)

Email - Top Banner: 1 EMAIL £195* 3 EMAILS £525*

Email - Welcome Week Special:

PREMIUM £250* STANDARD £150*

Screens - Still advert:

1 WEEK £125* 4 WEEKS £400* 12 WEEKS £850*

Screens - Video advert:

1 WEEK £200* 4 WEEKS £500* 12 WEEKS £950*

Campus Activities

Outdoor stall, larger footprint:

£795*

Indoor stall, power, wi-fi:

£595*

Welcome Point Posters - £20* PER POSTER PER WEEK (SUBJECT TO MINIMUM SPEND OF £200*) £650* FOR 8 POSTERS PER 12 WEEKS

4 hours of flyering on campus (SRC PR Team): £395*

For access to campus (your own ambassadors): £295*

1m x 3m banner on University Avenue:

4 WEEKS: £595* 8 WEEKS: £1295* 12 WEEKS: £1595*

Sponsor a cultural or social event: STARTS FROM £295*

Sponsor a well-being campaign: STARTS FROM £395*

Sponsor an awards ceremony: STARTS FROM £495*

Student Media

Newspaper - Front page banner: £295* (60x255mm)

Newspaper - Inside banner: £95* (60x255mm)

Newspaper - Quarter page: £195* (127x160mm)

Newspaper - Half page: £395* (160x255mm)

Newspaper - Full page: £745* (320x255mm)

Newspaper - Back cover: £845* (320x255mm)

Newspaper - Wrap around: £1995* (320x255mm x 2)

Newspaper - Flyer inserts: £165* (A5 / A6)

Newspaper - Column: £185* (320x85mm)

Newspaper - Eighth page: £125* (80x127mm)

Newspaper - Website 1 Week: £105*

Newspaper - Website 4 Weeks: £335*

Magazine - Back cover: £595* (210x297mm)

Magazine - Inside front/back cover: £495* (210x297mm)

Magazine - Full inside page: £395* (210x297mm)

Magazine - Half inside page: £295* (210x148mm)

Magazine - Quarter inside page: £195* (148x105mm)

TV Station - Programme sponsorship:

10 SECOND VIDEO BEFORE AND AFTER THE PROGRAMME

£200* PER EPISODE (SCREEN, PODCAST AND WEBSITE)

TV Station - Advertisement production:

PRODUCTION OF 30 SECOND ADVERTISEMENTS:

£200* (ONE DAY'S FILMING + EDIT)

Radio Station - Media Partnerships for outdoor broadcasts:

PRICES START FROM £1,000* INCLUDING: OUTDOOR BROADCAST, DJs, ORIGINAL ARTWORK FOR PR PURPOSES, TECHNICAL SUPPORT, A PAGE ON SUBCITY.ORG WEBSITE



glasgowunsrc.org

marketing@src.gla.ac.uk



Enquiries

Get in Touch

To enquire about any activities or discuss how can we support you, please get in touch with our Marketing Team:

Liv Barber
marketing@src.gla.ac.uk



glasgowunisrc.org

marketing@src.gla.ac.uk



