

How to put your products and services in front of 28,000 prospective customers



hallam**union**

your **union.** your **choice**

why sheffield hallam?

Sheffield Hallam University is one of the largest universities in the UK boasting a student population in excess of 28,000, and has one of the best Students' Unions in the country.

Having recently moved into one of the most modern and iconic buildings in Sheffield, Hallam Union offers a wide range of activities under one roof. Inside the Union there is a modern 1100 capacity venue, which runs a variety of club nights and events to suit all tastes, offering some of the best value entertainment and drinks in the whole of Sheffield, from comedy nights to live gigs.

Consequently, Hallam Union is a hub of activity and at the centre of student life putting us in a unique position to help you directly target this market.

We are specialists in student marketing and offer a student-orientated perspective that is crucial in providing reliable and relevant information on issues that impact student life. We always put the student first, and as a result students trust and value the work we do.

We have a wide range of advertising and promotional opportunities, across a variety of media, which are available to take you, and your message directly to the heart of your customer base. This media pack will give you an insight into advertising and promotional avenues available to you to meet your aim of reaching the student market.

SHU LIFE

shu life, Hallam Union's student run magazine, contains advertising space.

It is free to students.

Deadlines and release dates:

- **Oct 23 for Nov 6**
- **Nov 20 for Dec 4**
- **Jan 4* for Jan 15**
- **Jan 22 for Feb 5**
- **Feb 19 for Mar 5**
- **Mar 19 for Apr 2**
- **Apr 23 for May 7**

* Advertisers to submit artwork pre-Xmas if possible.

Sizes (W x H) and prices:

Full page - 210mm x 297mm

Back Page: **£600**

Inside front: **£500**

Inside pages: **£400**

Half Page - 210mm x 148mm: **£250**

Quarter Page - 105mm x 148mm: **£150**

Print quantity: 2000

shu life is free to students and can be picked up across the university campus.

POSTERS AND FLYERS

Targeting students in this visual way provides an opportunity for effective one-to-one communication. Our team of dedicated promotional staff can distribute flyers and posters across the University campuses, Students' Union and selected Halls of Residence.

Flyers: **£250** per 1000 (recommended 1000 per week)

Posters: All poster boards are secure, permanent fixtures situated in high footfall areas

£5 per poster per week - A3 (35 available)

£10 per poster per week - A2 (25 available)

£15 per poster per week - A1 (20 available)

PROJECTOR

We offer coverage of your artwork and adverts on the projector screen in the foyer of the Union building. It is located in the busiest part of the Union between the advice centre and our two popular bars. Coverage starts from 9am until 10pm and is on 7 days a week. This is a great way to advertise or increase brand awareness to students at Sheffield Hallam.

Cost per week: **£50**

Cost per month: **£200**

There are 47,000 students in Sheffield, 28,000 of which attend Sheffield Hallam. Students possess a spending power of £10 billion across the country and spend an estimated £150 million in Sheffield annually.



ONLINE MEDIA

The summer of 2008 saw the brand new re-build of the Hallam Union website. Our website provides students with instant access to entertainments, student groups and societies, employability and advice and representation. All students can access this site for free.

Large rotating banner advert located at the top of each page: **£250** per month

FACE-TO-FACE ACTIVITY

If you would like the opportunity to talk to students directly within or around the Students Union then a promotional stall may be the option for you. If you have an activity or event you would like to promote to Hallam students then you can set up a promotional stall in the foyer area or outside the HUBS building. You can offer distribution of samples, demonstrations and data collection. **£250** per day (charity discounts available)

SPONSORSHIP

Many sponsorship opportunities are available throughout the year at Hallam Union ranging from sponsoring a club event to sponsoring one of our annual Balls. Some of our events include Freshers Ball, Graduation Ball, Sports Ball, and Varsity. We individually tailor each package to suit the advertising avenues you want to pursue whilst always raising brand awareness through logos on all publicity related to the event. To discuss this more please contact Katie Johnson, Marketing and Communications Assistant (details below)

contact



Hallam Union,
The HUBS,
Paternoster Row,
Sheffield, S1 2QQ



0114 225 4820
0114 225 4900 (fax)



katie.johnson@shu.ac.uk



www.hallamunion.org

booking form overleaf>>

Company name: _____

Contact Name: _____

Email: _____ **Telephone:** _____

Address: _____

Invoice Address: (if different) _____

BOOKING DETAILS

Face-to Face: date _____

Projector: dates from _____ to _____

Flyering: dates from _____ to _____

Online media: dates from _____ to _____ qty _____

Shu life: date _____ ad size _____

Posters dates from _____ to _____ qty _____
size _____

I have read and understood the terms and conditions

Signed: _____

Date: _____

Cost: _____
VAT: _____
Total: _____

PLEASE COMPLETE AND RETURN TO:

Hallam Union, The HUBS, Paternoster Row, Sheffield, S1 2QQ t:0114 225 4820 f:0114 225 4900
e:katie.johnson@shu.ac.uk w:www.hallamunion.org **I'LL BE HAPPY TO HELP!!**

1. General-

As a Students' Union we may have policies that do not allow the advertisement or promotion of certain products, brands, services or companies.

1.1 Hallam Union reserves the right to refuse distribution of any material we believe to be unsuitable. Our decision will be final.

1.2 If you are unsure about your promotion or material then please send it to us for checking beforehand.

1.3 If you have not checked your promotion or material with us and we find it unsuitable for distribution no refund will be given.

2. Adverts and Advertising:

2.1. Hallam Union reserves the right to refuse unsuitable copy/artwork.

2.2 Advertisers will receive a free copy if requested.

2.3 It is the advertisers' responsibility that their product/brand/ service or company is not in breach of the Trade Descriptions Act 1968 or any other subsequent act. Furthermore it is their responsibility that the information contained in the promotion is accurate and complies with the law. Hallam Union will not accept any responsibility for misleading or inaccurate information supplied.

2.4 Where appropriate, proofs will be supplied.

2.5 Corrections and/or changes must be confirmed in writing.

2.6 Hallam Union will not accept any responsibility for loss or damage resulting from error, late publication or non publication or failure of any course. (A refund may be possible depending on the circumstances but not guaranteed).

2.7 Artwork or material must be supplied to Hallam Union by the date required.

3. Payment-

3.1 50 per cent of the booking cost must be paid at the time of booking with all remaining payments being made before the activity or a credit application form must be completed.

3.2 All cheques are to be made payable to Sheffield Hallam Union

4. Cancellations-

All cancellations must be made in writing to the Marketing Department at Hallam Union. Reasons need not be given.

4.1 Where cancellations are made 30 days (or less) prior the agreed promotional activity or publication 100% of the fee is chargeable.

4.2 Where cancellations are made 31 days or more prior to the agreed promotional activity of publication a full refund will be given provided that no expenditure has been made on our part regarding your campaign.

5. Artwork-

If you are supplying finished artwork please supply in the following format: JPEG, TIFF, PDF, (EPS for clothing), (GIFF for web).

6. Liability-

6.1 In the event for any reason Hallam Union shall cancel all or part of an event or publication or be unable to fulfil its obligations under the agreement the liability of Hallam Union will be limited to a refund of any payments made by the client.

6.2 Hallam Union cannot store any items/or be held responsible for any items left on site.

7. Signatory-

Where the signatory does not have the authority to make payment and signs the booking form then Hallam Union reserve the right to pursue the signatory themselves for outstanding monies.

8. The Law-

It is your responsibility to fully read the terms and conditions. Please contact us if you have any queries.

8.1 Your bookings are only complete upon the receipt of confirmation from Hallam Union. Completing the booking form therefore does not mean the booking is complete.