

ROBERT GORDON UNIVERSITY STUDENTS' UNION

9TH - 23RD
september



advertising & media
OPPORTUNITIES





Hello!

**LET US INTRODUCE YOU TO
MORE THAN 12,000 NEW AND
RETURNING STUDENTS AT
ROBERT GORODON UNIVERSITY**



RGU Freshers 2017 kicks off on Saturday 9th September, and sparks almost a fortnight jam packed with information, fayres, events and parties. This year we will again welcome close to 3000 freshers to the city, arriving here from all walks of life and from every corner of the globe.

This provides organisations with a number of fantastic advertising, sponsorship and partnership opportunities, enabling you to promote your products and services to one of the most lucrative markets available, students, targeting them when they are at their most impressionable.

We are constantly expanding our advertising opportunities, and this year can offer you many different ways reach out to our student population, from adverts in the Official RGU Student Guide, and stands at our Freshers Fayre, to website sponsorship, social media endorsements and direct mailing.



WHO ARE WE?

We are the Students' Union of Robert Gordon University, an independent charity set up to represent and support students at RGU.

We run a number of different on-campus services, all with the aim of benefiting our members' time at university. These range from advice and welfare support, to promoting our various sports clubs, societies and students groups, operating commercial outlets, and arranging top quality student events.

WHAT CAN WE DO FOR YOU?

We can provide a number of unique and exciting opportunities for your business to make a great first impression with the new intake of students at Robert Gordon University.

Whether you want to deliver your message face to face at one of our promotional events, with a flyer dropped through their door as part of our welcome information, or with an email sent directly to their RGU inbox, we'll work with you and find the best option to suit your needs.

FOR FURTHER INFORMATION ABOUT ANY OF THE OPPORTUNITIES FEATURED IN THIS PACK, CONTACT:

GREGOR MAILER
DESIGN & MARKETING
CO-ORDINATOR

EXT.MAILER@RGU.AC.UK
01224 262 266

rgu:union

inside this pack

4	FRESHERS FAYRE	9	EMAIL ADVERTISING
6	STUDENT GUIDE	9	WEBSITE ADVERTISING
7	FRESHERS TEAM	10	RADAR MAGAZINE
7	MAILING PACK INSERTS	11	POSTERING & FLYERING
7	WALL PLANNER	11	STUDENT ACCOMMODATION
8	FRESHERS WHAT'S ON GUIDE	12	PACKAGE DEALS
9	SOCIAL MEDIA	14	EVENT SPONSORSHIP

FRESHERS FAYRE 2017

**THURSDAY 21ST SEPTEMBER
RGU CAMPUS**

Our Freshers Fayre is, without a doubt, one of the most lucrative marketing events of the year for any student focused organisation, large or small.

Thousands of students will descend to our campus on **Thursday 21st September** to speak to you, and to let you sell your product to them. You will not find a captive audience of this many students, arguably at their most impressionable, anywhere else throughout the year. The lively and exciting atmosphere helps to create an informal setting, providing the perfect environment to speak to our students one-on-one.

As in previous years, our Fayre will be split into 4 areas, each packed with sports clubs, societies, voluntary organisations, charities and, of course, commercial exhibitors. Our Freshers Team volunteers will be on hand to direct students to and from each area, ensuring that each receives the maximum footfall possible.

In recent years our Fayre has sold out incredibly quickly, so make sure you return your booking form as soon as possible to ensure your attendance.



BASIC STAND

£600

4' x 2' stand with space behind to fit pop-up/pull-up banner stands and wall space for posters.

BASIC STAND & POWER

£630

Our basic 4' x 2' Freshers Fayre stand with access to a power outlet for laptops, plasma screens, games consoles etc

PREMIUM STAND

£850

8' x 2' stand with space behind to fit pop-up/pull-up banner stands and wall space for posters. Power included

PLATINUM STAND

£1600

A giant 16' x 2' Freshers Fayre stand with space behind to fit pop-up/pull-up banner stands and wall space for posters. Power included

ADDITIONAL TABLE

£195

An additional 2' x 2' table to add on to any of our Freshers Fayre stand packages.

LARGER SPACES & SPECIAL REQUESTS

We can also offer larger promotional spaces located in close proximity to the main Freshers Fayre hall. Please get in touch to discuss further.

OUR FRESHERS FAYRE REGULARLY ATTRACTS SOME OF THE UK'S LARGEST STUDENT BRANDS. PREVIOUS EXHIBITORS INCLUDE...



OFFICIAL RGU STUDENT GUIDE

Our Student Guide is the complete beginner's guide to being a student at Robert Gordon University.

It includes vital information about life in Aberdeen and what happens at RGU, plus introductions to the Union, our Presidential team, Vice Presidents and details about how to get involved with any of our societies or sports clubs.

The guide also doubles up as an academic diary, which ensures that it remains a vital piece of kit to our students throughout the year.

Over 3,000 copies are printed initially, with each new student receiving one when they arrive in Aberdeen. They are also distributed at our Freshers Fayre, around campus and to each student advice point through the University.

The guide is a must-read for all RGU students, and is available all year round, with stocks being replenished at regular intervals throughout the academic year. It is also made available through our website from the beginning of the year.

An electronic copy is also sent out to every student directly through the University's email system, ensuring that your brand receives maximum exposure to every enrolled student at RGU.



**INSIDE
FRONT COVER**

£1500

**INSIDE
BACK COVER**

£1500

**INSIDE
FULL PAGE**

£1200

**INSIDE
HALF PAGE**

£750



FRESHERS TEAM & WELFARE SQUAD

Be part of our 100 strong Freshers Week army by branding our volunteer t-shirts with your logo!

Our team of enthusiastic volunteers aim to give new RGU students the most enjoyable start possible to their university life. They will be proudly wearing their t-shirts throughout the Freshers period to make sure they are constantly visible and easily recognisable.

Your logo will be on show around town and always at the centre of every event, from move-in day right through until our final event.

MAIN SPONSOR

£2000

ARM SPONSOR

£850



PRE-ARRIVAL MAILING PACK

These packs are mailed out to every single one of our 3000 new students before they arrive here at RGU.

Containing all the vital details in order to gear them up for university life, the packs provide Freshers with information and advice as well as events and activities listings.

By placing your insert within the pack (whether that be a flyer or leaflet) you have the perfect opportunity to reach new students and get your message across while they are still in the comfort of their own home.

3000 INSERTS

£550



ACADEMIC WALL PLANNER

3,000 of these A1 planners will be produced and sent out directly to every new student's home address as part of their welcome pack.

An essential aid to study, and a fantastic way to keep track of coursework deadlines, exams, and holidays, these planners will be tacked to the walls of our student's bedrooms all year round.

Having your advert featured will give them a constant reminder of your business whenever they look up to find out that vital date!

BOX ADVERT

£150

DOUBLE BOX ADVERT

£250

OFFICIAL RGU FRESHERS WHAT'S ON GUIDE

Our What's On Guide is the definitive entertainment listing for all official RGU:Union, partner venue, society, and sports club events taking place during Freshers Week.

3,000 are produced initially, and mailed directly to each new student as part of our welcome pack before they arrive at RGU. They are also distributed widely around campus, to student halls, and throughout the city centre both before and during Freshers Week.

Every Freshers event is detailed within this guide, both day and night, making it one of the week's most important items.

BACK
COVER

£800

INSIDE
FULL PAGE

£700





SOCIAL MEDIA PROMOTION

We operate a number of different social media accounts across Facebook and Twitter, with a combined reach of over 20,000 new students, current students, and alumni.

Sponsored social media advertorials can be posted throughout the year, featuring an update of up to 150 words (abbreviated for Twitter) alongside a promotional image at a day and time of your choice.

ONE POST

£75

FOUR POSTS

£240



RGU:UNION WEBSITE

The RGU:Union website is our online hub, offering information and advice about Union services and all areas of student life.

We have recently integrated all student media outlets (Radar Magazine, RGU:TV, RGU:Radio), RGU Go Green, plus society and sports club mini sites, whose student-focused content ensures regular new and returning visitors.

Have your advert included on our main homepage and content sidebar (included on every page) to ensure that it reaches every user.

BANNER AD PER MONTH

£400



ALL STUDENT EMAILS

Wired is our regular round-up of news, produced as an e-mail and sent directly to the inboxes of every RGU student each week.

New features and an updated look will be rolled out this year, to sit alongside regular news items and features such as 'Deal of the Week' and 'Song of the Week' to ensure that students continue to read each issue top to bottom.

The first edition of the year will be sent out at the start of October, and will continue to run every week until the end of the academic year.

ONE EDITION

£150

FOUR EDITIONS

£500

RADAR MAGAZINE: FRESHERS SPECIAL

Radar is the Union's student magazine. Throughout each issue, the publication aims to mix a number of different features, including music, movies, fashion, art, sport, and more, while also providing our students with the news that affects them, from both on and off campus.

The Freshers Week Special edition is without a doubt the most widely-read and popular issue of the year. Around 3,000 are produced initially, with copies being mailed directly to each and every new student before they arrive at University. This issue aims to provide our Freshers with a basic 'beginners guide' to life at RGU, and in Aberdeen - told truthfully by their fellow students!

Further copies are produced and distributed throughout Freshers Week itself, around campus, to student halls, bars, cafés and student hot-spots throughout the city.



BACK
COVER

£950

INSIDE
FULL PAGE

£900

INSIDE
HALF PAGE

£650

INSIDE
QUARTER PAGE

£350



ON CAMPUS POSTERS & FLYERS

Let us deliver the message for you!

We have various exclusive poster sites located in each building on the university campus. Have your posters displayed in social spaces, refectories, reception areas, group study zones, and other high traffic areas throughout RGU. We will place and maintain the posters on your behalf for the duration of the display period.

We also have a team of enthusiastic promotional staff who can be used to distribute flyers to students on campus at peak times.

50 POSTERS DISPLAYED

£100

1000 FLYERS DISTRIBUTED

£250

TERM-TIME STUDENT ACCOMMODATION INFORMATION PACKS

A brand new option for 2017/18!

Have your flyer delivered directly to students living at RGU accommodation sites as part of our term-time information packs. These packs contain regular updates from the Union and our Student Presidents, upcoming event details, student media content, discounts and offers, plus third party flyers and promotions.

Contact us to find out more about the distribution schedule and inclusion opportunities.



1000 FLYERS DISTRIBUTED

£250

PACKAGE DEALS

ORDER MULTIPLE ITEMS AND SAVE HUNDREDS!

If the options below don't fully meet your needs, get in touch with us and we will be happy to put together a bespoke package for you.

Platinum PACKAGE

FRESHERS FAYRE
PREMIUM STAND

WIRED
ADVERT FOR 2 WEEKS

RADAR MAGAZINE
INSIDE FULL PAGE AD

STUDENT GUIDE
INSIDE FULL PAGE AD

£2750

TOTAL SAVING
£500

Gold PACKAGE

FRESHERS FAYRE
BASIC STAND & ADDITIONAL TABLE

WIRED
ADVERT FOR 2 WEEKS

RADAR MAGAZINE
INSIDE HALF PAGE AD

STUDENT GUIDE
INSIDE HALF PAGE AD

£2250

TOTAL SAVING
£275

Silver PACKAGE

FRESHERS FAYRE
BASIC STAND WITH POWER

RADAR MAGAZINE
INSIDE QUARTER PAGE AD

ACADEMIC WALL PLANNER
BOX AD

£1000

**TOTAL
SAVING
£130**

Bronze PACKAGE

WIRED
ADVERT FOR 1 WEEK

ACADEMIC WALL PLANNER
BOX AD

WEBSITE BANNER
FOR 1 WEEK

£500

**TOTAL
SAVING
£50**

Online PACKAGE

WIRED
ADVERT FOR 1 WEEK

WEBSITE BANNER
FOR 1 MONTH

SOCIAL MEDIA
4 UPDATES

£700

**TOTAL
SAVING
£90**

EVENT SPONSORSHIP

We arrange and promote a huge number of high-profile events during Freshers Week and also throughout the academic year.

From stand up comedy, live music and club nights, to pub quizzes, silent discos and daytime activities, we are currently seeking sponsors and supporters for various special events currently being arranged for this year's Freshers Week, taking place in a variety of venues spread across the city.

In return for financial backing, we can offer a number of promotional opportunities, as well as recognition and branded features on all materials relating to your sponsored event.

OPPORTUNITIES INCLUDE



ROBERT GORDON UNIVERSITY STUDENTS' UNION
GRADUATION Ball



FROM
£500
GET IN
TOUCH FOR
MORE
DETAILS

ROBERT GORDON UNIVERSITY STUDENTS' UNION BOOKING AND PAYMENT TERMS

1. BOOKING PROCEDURES

- 1.1 - All booking forms must be signed and dated before RGU:Union will accept the booking.
- 1.2 - All bookings must be accompanied by a purchase order number (if applicable).
- 1.3 - RGU:Union reserves the right to decline any advert at its sole discretion. All promotions and adverts must comply with RGUSA management at the time of booking.
- 1.4 - All deadlines for submission will be communicated by RGU:Union on receipt of bookings.
- 1.5 - All artwork must be supplied by the advertiser, to the correct address, prior to the specified deadline.
- 1.6 - All changes to advertising, copy or design must be requested in writing by the advertiser and confirmed with RGUSA prior to any deadlines specified.

2. PAYMENT

- 2.1 - Accepted payment methods are BACS or cash. Payment cannot be made by cheque.
- 2.2 - RGUSA will issue an invoice on receipt of a fully completed booking form.
- 2.3 - All payments must be made prior to publication deadlines unless otherwise agreed in writing.
- 2.4 - In the instance of an outstanding debt there will be a collection charge of the debt plus 50% payable.
- 2.5 - All payments must be received by 1st September 2017.

3. CANCELLATIONS

- 3.1 - All cancellations must be communicated via writing to: Gregor Mailer, RGU:Union, Union Way, Garthdee Campus, Garthdee Road, Aberdeen AB10 7GE, or email to ext.mailer@rgu.ac.uk
- 3.2 - Where notice of cancellation is received 30 days or less before a publication deadline, any Freshers Fayre or event 100% of the fee is payable.
- 3.3 - If cancelled 31 or more days prior to the publication deadline, a refund of 75% shall be given.

4. LIABILITY

- 4.1 - In the event that for any reason RGU:Union shall cancel any publication or event, the sole liability of RGU:Union will be re-payment of any fees already paid by the advertiser. RGU:Union accepts no other liability in respect of loss or damage sustained by any advertiser as a result of a cancellation.
- 4.2 - RGU:Union takes no responsibility for the loss or damage of any inserts, leaflets or posters.
- 4.3 - RGU:Union takes no responsibility for the content of any advertisements booked in any publications.
- 4.4 - These terms and conditions may not be amended unless agreed in writing by RGU:Union.

rgu:union

**UNION WAY, GARTHDEE CAMPUS, GARTHDEE ROAD, ABERDEEN AB10 7GE
FRONT DESK: 01224 262 266**

REGISTERED SCOTTISH CHARITY SCO 16639

ROBERT GORDON UNIVERSITY STUDENTS' UNION FRESHERS FAYRE EXHIBITOR TERMS & CONDITIONS

5. RESPONSIBILITY

- 5.1 - Please note that visitors will have to supply their own extension cables and that these must have a valid 'PAT Test Certificate' before they can be used on RGU premises. The RGU:SPORT Duty Manager may request to see evidence during the period of hire.
- 5.2 - Exhibitors are expected to tidy up all property belonging to them by 5pm on the last day of hire and are responsible for disposing of their own rubbish.
- 5.3 - The exhibitor must co-operate with RGU:SPORT and RGU:Union Management and their authorised deputies during the period of hire in such a way as to allow all necessary cleaning, patrolling and supervision to be carried out during the said period.
- 5.4 - Exhibitors can place promotional material on the walls of the sports hall with blu tack (this must be provided by the exhibitor). Nails and pins cannot be used. All blu tack must be removed at the end of the session.
- 5.5 - No subletting of stalls is permitted; this includes distribution of leaflets or publications from other commercial companies that are not the advertiser or exhibitor.
- 5.6 - Under no circumstances are exhibitors permitted to distribute materials on behalf of any third party company. Only materials attributed to the company named in the exhibitor's advertiser booking form are permitted. Any exhibitor found to be distributing unauthorised materials will be ejected from the premises immediately.

6. SPECIAL REQUESTS

- 6.1 - Written permission must be received from the organisers if any photographic or audio equipment is to be used at any time in the building. This includes cameras, video cameras, mobile phones and DJ equipment.
- 6.2 - The exhibitor must make arrangements in writing with the organisers at least 28 days before the event for any special arrangements.

7. INSURANCE & RISK

- 7.1 - The floor plan provided shows an accurate description of stand locations; however organisers reserve the right to move exhibitors at their discretion after verbal consultation.
- 7.2 - Exhibitors and their staff use the premises where the Fayre takes place at their own risk. Neither RGU Sport nor RGU Union accepts liability for any loss or damage sustained by exhibitors or their staff howsoever arising. Any loss or damage caused by exhibitors or their staff to University or Union property shall be paid for by the exhibitor.

8. DATA COLLECTION

- 8.1 - No exhibitor or advertiser will be permitted to gather contact details of Robert Gordon University students for the purpose of constructing mailing lists or approaching students as sales prospects at a later date, unless approved by RGU:Union in writing before the event.

9. BREACH OF REGULATIONS

- 9.1 - RGU:SPORT & RGU:Union reserves the right to expel from the premises any person(s) acting in a disorderly manner or in a manner contrary to the stated T&Cs.
- 9.2 - No articles of inflammable or explosive nature to be brought into or used on the premises that might involve any additional risk to the building, property, customers or employees of RGU:SPORT or RGU:Union.
- 9.3 - All doorways, passages, gangways and staircases must be kept free from obstruction.
- 9.4 - No article shall be sold on the premises except by RGU:SPORT or those licensed by to do so, unless otherwise agreed by the Sports Facilities Manager.
- 9.5 - No alcohol will be allowed to be sold or given away by exhibitors.
- 9.6 - No refunds will be issued.

ALL PAYMENTS MUST BE RECEIVED BY 1ST SEPTEMBER 2017. EXHIBITORS WILL ONLY BE ADMITTED ONTO THE FRESHERS FAYRE SITE IF PAYMENT HAS BEEN RECEIVED. ANY UNAUTHORISED EXHIBITORS WILL BE REMOVED BY OUR ON-SITE SECURITY.