



HELPING RGU STUDENTS FIND

SAFE & SECURE ACCOMMODATION

ADVERTISING OPPORTUNITIES 2019/20



A background image showing students in a lecture hall. A young woman with long brown hair is seated in the foreground, looking down. Behind her, another student is partially visible. The room has red upholstered chairs and a grey brick wall.

WORKING TO ENSURE RGU STUDENTS FIND **SAFE, SECURE & AFFORDABLE** ACCOMMODATION SOLUTIONS

Each year, thousands of students move to private accommodation, having previously lived at home or in university-owned accommodation. The RGU:Union Live Right Campaign exists to make sure these students have access to advice and guidance, information about accommodation providers, and a place to share their experiences.

The Live Right Housing Fair will be the campaign's flagship event, and will see us create a 'one stop shop' on the RGU campus for students who are looking to make a move to their next home.

RGU:Union is delighted to invite suppliers to participate in any of the promotional opportunities available as part of our Live Right Campaign. If you are looking to target the student market, whether through attendance at our housing fair, or one of our alternative opportunities, we would love to hear from you!

Having a safe and comfortable place to live while studying is a core part of the student experience, and RGU:Union is working to ensure that students experience the highest quality possible from their accommodation and utility providers.

If you have any questions regarding the opportunities available in this pack, please email us at liveright@rguunion.co.uk or speak to a member of the RGU:Union team directly by calling 01224 262 266

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DIGITAL PROMOTIONAL OPPORTUNITIES

RGU:UNION WEBSITE

The Students' Union website aims to act as a one-stop online hub for student activities, clubs and societies at RGU. Increased news output along with new features such as society integration, election voting and online ticket sales have seen a drastic increase in engagement, clocking up almost 345,000 views in the past year.

Have a banner advert featured on our homepage and main content sidebar across the site, ensuring that it is the first thing visitors see when they arrive online.

FOUR WEEKS £400



SOCIAL MEDIA

RGU:Union operates a number of different social media accounts across Facebook, Twitter and Instagram, with an audience of around 25,000 new students, current students, and alumni.

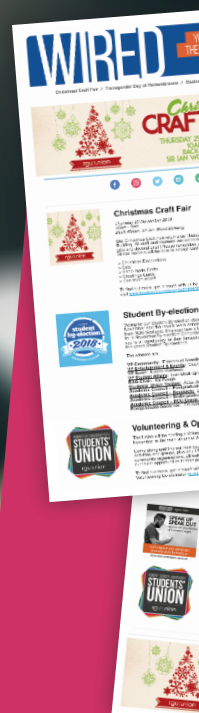
Sponsored social media posts can be posted throughout the year, featuring an update alongside a promotional image, video or web link.

ONE POST

£75

FOUR POSTS

£240



PLASMA SCREENS

A plasma screen system operates throughout the Student Union's base on Union Way, situated at the heart of the RGU campus. Have your advert featured on rotation across all seven screens, plus our big screen video wall, reaching students and staff in our social space, Union office, and in the high-traffic thoroughfare between buildings.

Please get in touch if you would like to discuss video advertising options, including audio payout onto Union Way.

TWO
WEEKS £180

FOUR
WEEKS £330

ALL STUDENT EMAIL NEWSLETTER

'Wired' is RGU:Union's regular round-up of news, events and student updates, produced as an e-mail and sent directly to the inboxes of around 15,000 RGU students every week.

The newsletter is distributed during term-time, starting in October and running through until the end of the academic year in May. Banner adverts are available to purchase in each edition.

ONE
EDITION £150

FOUR
EDITIONS £500

LIVE RIGHT HOUSING FAIR

TUESDAY 17TH MARCH 2020

11AM - 3PM

SIR IAN WOOD BUILDING, RGU CAMPUS

Our annual **Live Right Housing Fair** will take place in March 2020 right at the heart of the Robert Gordon University campus.

Bringing together estate agencies, student accommodation providers, utilities suppliers, and accommodation advice charities, the event will provide your organisation with an opportunity to promote services directly to RGU students on campus, as we aim to create a 'one stop shop' for students who are looking to make a move to their next home.

The relaxed atmosphere will help to create an informal setting, perfect for engaging with our students one-on-one.



BASIC STAND

Our standard promotional stall, consisting of three 2'x2' tables with seating and space behind to fit pop-up/pull-up banner stands.

£200



PREMIUM STAND

Larger promotional stall, consisting of five 2'x2' tables, with power access for laptops/plasma screens, and additional seating to encourage more in-depth engagement.

£300

Stone
large
M

Abe

carden@sto

27-30 Carden Pla

www.stoneho



northwood

Proper Property
People

• Lettings
• Guaranteed Rent
• Sales



PROMOTIONAL PACKAGES



PACKAGE #1

£1005 PLUS VAT

HOUSING FAIR

SOCIAL MEDIA

PLASMA SCREENS

EMAIL NEWSLETTER

PREMIUM STAND

3 POSTS

2 WEEKS

2 EDITIONS

PACKAGE #2

£1370 PLUS VAT

HOUSING FAIR

SOCIAL MEDIA

PLASMA SCREENS

EMAIL NEWSLETTER

PREMIUM STAND

4 POSTS

4 WEEKS

4 EDITIONS

PACKAGE #3

£2325 PLUS VAT

HOUSING FAIR

SOCIAL MEDIA

PLASMA SCREENS

EMAIL NEWSLETTER

UNION WEB BANNER

PREMIUM STAND

7 POSTS

8 WEEKS

4 EDITIONS

4 WEEKS

BESPOKE PACKAGES

IF THE ABOVE OPTIONS DO NOT FULLY MEET YOUR NEEDS, LET OUR TEAM WORK WITH YOU TO BUILD A BESPOKE PACKAGE TO YOUR SPECIFICATION. CONTACT LIVERIGHT@RGUUNION.CO.UK TO DISCUSS FURTHER

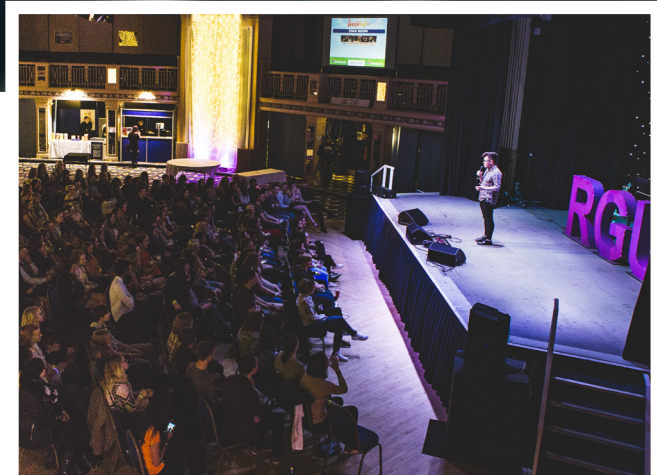
EVENT SPONSORSHIP

rgu:union

We arrange and promote many different high-profile events throughout the academic year.

From live music events and cultural showcases, to award ceremonies and formal dinner dances, we are currently seeking sponsors and supporters for various special events 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.



NOVEMBER

ONE RGU, MANY NATIONS

FEBRUARY

RGU'S GOT TALENT

APRIL

STUDENT ACHIEVEMENT AWARDS

MAY

STAR AWARDS

JULY

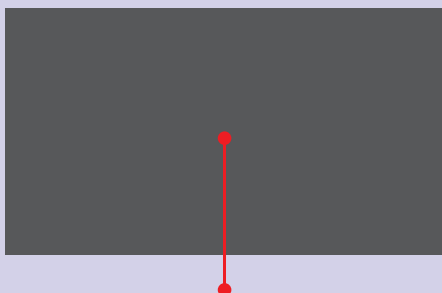
GRADUATION BALL

PLUS MANY MORE AVAILABLE!

PLEASE GET IN TOUCH TO DISCUSS FURTHER

ARTWORK SPECIFICATION

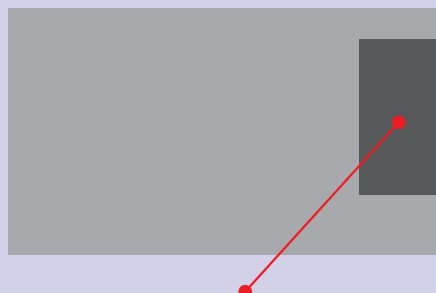
PLASMA SCREENS



FULL SCREEN ADVERT

1280 x 720 px
JPEG, PNG @ FULL RESOLUTION

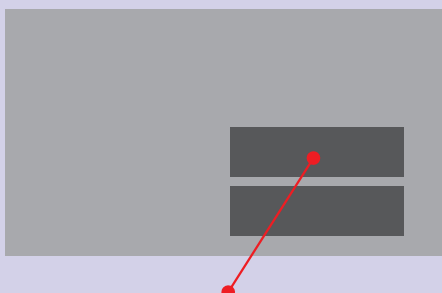
PLEASE
SUPPLY
BOTH



SIDEBAR ADVERT

300 x 450 px
JPEG, PNG @ FULL RESOLUTION

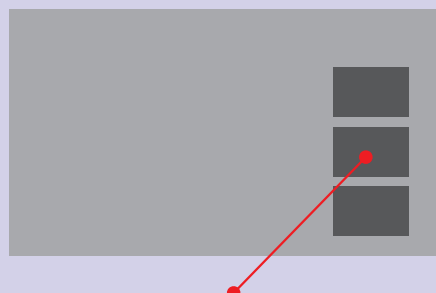
WEBSITE



HOMEPAGE BANNER ADVERT

1170 x 370 px
JPEG, PNG @ 72 DPI

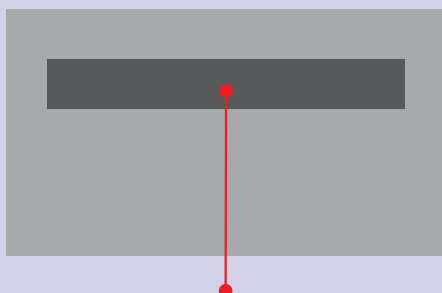
PLEASE
SUPPLY
BOTH



CONTENT PAGE BOX ADVERT

300 x 250 px
JPEG, PNG @ 72 DPI

WIRED E-MAIL NEWSLETTER



EMAIL BANNER ADVERT

600 x 150 px
JPEG, PNG @ 72 DPI

PLEASE SUBMIT ALL
ARTWORK AND DIRECT ANY
RELATED ENQUIRIES TO
LIVERIGHT@RGUUNION.CO.UK

TERMS & CONDITIONS - ADVERTISING & EVENT BOOKINGS

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 prior to any promotional activity or event.

3. CANCELLATIONS

- 3.1 All cancellations must be communicated via writing to: Live Right Campaign, RGU:Union, Union Way, Garthdee Campus, Garthdee Road, Aberdeen AB10 7GE, or email to liveright@rguunion.co.uk
- 3.2 Where notice of cancellation is received 30 days or less before a deadline, or any 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.

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.
- 5.2 Exhibitors are expected to tidy up all property belonging to them on the last day of any promotional event.
- 5.3 The exhibitor must co-operate with RGU and RGU:Union Management and their authorised deputies during the period of hire in such a way as to allow necessary cleaning, patrolling and supervision to be carried out during the said period.
- 5.4 No subletting of stalls is permitted; this includes distribution of leaflets or publications from other commercial companies that are not the advertiser or exhibitor.
- 5.5 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.
- 5.6 Promotional stands cannot be 'sublet' or shared by multiple organisations. Only representatives from the company named in the exhibitor's advertiser booking form will be permitted on site. If your organisation operates or manages multiple venues, sites or brands, please contact us prior to submitting your booking to confirm details with our team.

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 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 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 PROTECTION & GDPR

- 8.1 Any exhibitor or advertiser wishing to gather contact details of RGU students for the purpose of constructing mailing lists must do so in line with the General Data Protection Regulation 2018. Management reserves the right to remove exhibitors from the premises should there be evidence that data of our members is being processed unlawfully.

9. BREACH OF REGULATIONS

- 9.1 RGU & RGU:Union reserve 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 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 those licensed by to do so, or unless otherwise agreed by RGU:Union.
- 9.5 No alcohol will be allowed to be sold or given away by exhibitors.
- 9.6 No refunds will be issued.



RGU:UNION LIVE RIGHT CAMPAIGN ADVERTISER BOOKING FORM 2019/20



HOUSING FAIR

BASIC STAND £200
NO VAT CHARGED

☐

PREMIUM STAND £300
NO VAT CHARGED

☐

SOCIAL MEDIA

ONE POST £75
£90 INCLUDING 20% VAT

☐

FOUR POSTS £240
£288 INCLUDING 20% VAT

☐

WIRED EMAIL

ONE EDITION £150
£180 INCLUDING 20% VAT

☐

FOUR EDITIONS £500
£600 INCLUDING 20% VAT

☐

PLASMA SCREENS

TWO WEEKS £180
£216 INCLUDING 20% VAT

☐

FOUR WEEKS £330
£396 INCLUDING 20% VAT

☐

WEB BANNER

ONE MONTH £400
£480 INCLUDING 20% VAT

☐

PACKAGES

PACKAGE 1 £1005
£1146 INCLUDING 20% VAT

☐

PACKAGE 2 £1370
£1584 INCLUDING 20% VAT

☐

PACKAGE 3 £2325
£2730 INCLUDING 20% VAT

☐

**YOUR ORDER
TOTAL**

£

(INCLUDING VAT)

NAME

COMPANY

BILLING
ADDRESS

CONTACT
ADDRESS

IF DIFFERENT FROM
BILLING ADDRESS

TELEPHONE

EMAIL

PO NUMBER
IF APPLICABLE

SIGNED

DATE

PLEASE COMPLETE THIS FORM AND RETURN TO THE ADDRESS OR EMAIL BELOW.

MAIL: LIVE RIGHT CAMPAIGN, RGU:UNION, UNION WAY, GARTHDEE CAMPUS, GARTHDEE ROAD, ABERDEEN AB10 7GE
EMAIL: LIVERIGHT@RGUUNION.CO.UK **TEL:** 01224 262 266

IF YOU HAVE ANY FINANCIAL QUERIES PLEASE CONTACT FINANCE@RGUUNION.CO.UK OR 01224 262 267
PLEASE DIRECT ALL OTHER ENQUIRIES TO LIVERIGHT@RGUUNION.CO.UK OR 01224 262 266