

AUBSU

**Advertising Opportunities
2018-2019**

AUBSU is the Students' Union at Arts University Bournemouth.

During their time at university, the majority of students engage with AUBSU, whether that's by joining us at our Freshers' Fair, signing up to a club or society, volunteering with us, or attending one of our events.

Our students are as creative and diverse as their courses, and are interested in a wide range of brands, products, and opportunities, and you can communicate your message to them via an exciting variety of on campus or online advertising opportunities.

The Numbers

3,500 students
1,000 new freshers' each year
12,000 combined social media followers
21,000 avg. monthly online reach

Term Dates

Autumn Term: 3 Sept - 14 Dec
Spring Term: 7 Jan - 9 Mar
Summer Term: 23 Apr - 31 May

Contact Us

Telephone: 01202 363345
Email: studentunion@aub.ac.uk

Emma Swanson - Digital Media Assistant
Telephone: 01202 363345
Email: eswanson@aub.ac.uk

Online

Web: aubsu.co.uk
Facebook: AUBSU
Twitter: @AUBSU
Instagram: @AUBSU

ON CAMPUS ADVERTISING

Posters/Noticeboards

Company/business

15 x A3 posters - £30/month

Event/club night

15 x A3 posters - £20/fortnight

Campus promo stall

Promo stalls are for the promotion of events or businesses only, not for selling items.

Company/event/business

£30/day

Charity (registered charities only)

£5/day

Market Day stall

Market Days occur monthly, and are an opportunity to sell items on campus alongside our students.

Company/event/business

£30/day

Charity (registered charities only)

£5/day

ONLINE & SOCIAL MEDIA

Sliding web banner

Sliding banner on aubsu.co.uk homepage

£50/month

£120/term

Block web advert

Block advert on aubsu.co.uk homepage

£30/month

£75/term

£200/year

Social media advert

Facebook post

£50

Twitter x 3 posts

£35

Instagram

price available upon discussion

As an arts university we are strict about our visual branding and tone of voice, and will have final say on the artwork and wording of any advert going out online. We also require at least a month's notice so we can fit you into our social media schedule.

Freshers' Fair

Premium table (in main marquee)
£180

Standard table (in a fringe marquee)
£100

Charity table (registered charities only)
£20

Music table (limited number available)
£300



Freshers' Bags

Promotional item in 1,500 bags
£75

Promotional flyer in 1,500 bags
£100

Freshers' Guide

Half-page advert in 1,500 guides
£75

Full-page advert in 1,500 guides
£150



CLUB & SOCIETY SPONSORSHIP

Tier 1

Logo on club/soc webpage and flyers,
social media advert on club/soc page
From £60*

Tier 2

All of the above, plus logo on club/soc hood-
ies, social media advert on AUBSU page
Price on request*

Tier 3

All of the above, plus a sliding web banner
on AUBSU homepage
Price on request*

Tier 4

All of the above, plus your logo on club kits
worn at competitions
Price on request*

Additional bolt-on

Custom Buzzfeed-style article on AUBSU
website linking to the society you sponsor,
"brought to you by Your Brand Name", plus
social media coverage.
£50

*Prices will depend on the club/soc & only available upon request

ADDITIONAL THINGS TO GET INVOLVED WITH

We have plenty of opportunities for you to
engage students with your brand:

Open Mic Night

A monthly competition for performers

Bournemouth Student Pride

A series of events in February celebrating
our LGBT+ community

RAG

Student-led charity fundraising activities
throughout the year

AUBSU End of Year Party

A mini summer festival on campus

Graduation After Party

The final celebration of the year

If you have services/opportunities that
may benefit a specific club or society (i.e.
use of a venue or equipment, in place of
financial contributions) we would also love
to hear from you!

