

LBSU

Leeds Beckett
Students' Union



The Student Market is Booming

We want **you** to be a part of it

LBSU Media Sales Pack 2023/24

Contact us at:

Helpdesk: 0113 812 8400 | lbsu-mediasales@leedsbeckett.ac.uk

 leedsbeckettsu.co.uk |    [@leedsbeckettsu](https://twitter.com/leedsbeckettsu)



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Interested? Visit lbsu.co.uk/media-sales to book.



Leeds Beckett Students' Union represents the LBU student community in one of the fastest growing UK economic climates.

Fun and inclusive, casual and open-minded, our Students' Union is on the pulse with what students want and we want to use our reach to help you. How do we stand apart? We see it this way: the University gives them homework, but the Union brings them the party!

Campus term dates

Term 1	18 September 2023 – 15 December 2023
Term 2	22 January 2024 – 22 March 2024
Term 3	8 April 2024 – 17 May 2024

Interested? Visit lbsu.co.uk/media-sales to book.



Who we are

Leeds Beckett University is one of the largest universities in Europe.

We have 28,000 students enrolled at any one time - 7,000 of whom are “Freshers”, and new to the city of Leeds. We also have an ever-growing number of international students enrolling with us. Students in Leeds spend £14 million in Freshers Week alone. The Students’ Union represents all students at Leeds Beckett University and is an integral part of the fabric of University life. We know our students’ needs better than anyone and give them a platform to form societies and undertake enterprising ventures, volunteer, run events, and even elect their Union’s leaders.

As well as advertising to our students, we also offer the opportunity to advertise to thousands of Yorkshire’s biggest music lovers. We host regular gigs in our music venue, which holds 1000 attendees at any one time, and we’ve seen some of the industry’s biggest acts bring punters through our doors! All of our digital and campus marketing gets under the eyes of our live music customers, so if this is a market you want to make your brand known to, we can work with you to extend your reach even further beyond our students!

We have room to showcase your brand both on our digital platforms and in our campus spaces, so that you can make your message heard to our students. As LBSU is a not-for-profit charity, the income we make from your business will fund things like our support services, and the work that we do enhancing the student experience here at Leeds Beckett.

Interested? Visit lbsu.co.uk/media-sales to book.



Freshers 2023

First impressions count for a lot, and this year we will be introducing ourselves, and the brands we work with, to our students with three massive Freshers Fairs.

We are hosting two fairs at our City Campus, and one in the heart of the legendary student area of Headingley. You can showcase your brand during one of the most exciting and lucrative times of year around Leeds by booking a stall at our Freshers Fair, or even sponsoring our Freshers Week schedule. Our Freshers Fairs are #1 for student satisfaction and have been voted as one of the best by both our students and stall holders alike.

Interested? Visit lbsu.co.uk/media-sales to book.

Freshers Week 2023 - Stalls & Spaces

View our list of available Freshers Week stalls and spaces below:

Freshers Fair - Standard Stalls*

Standard Stalls (2m x 1m – one table & one chair)

Standard Stall x 1 Day (Either Location)

£1000 per day

Freshers Fair - Premium Stalls*

Premium Stalls (3x3m - table(s) + chair(s) on request)

Premium Stall x 1 Day (Either Location)

£1500 per day

Freshers Fair - Outdoor Stall Space*

Freshers Fair – Outdoor Stalls (custom sizing)

Outdoor Stall

£2000 per day

Freshers Week (Non-Fair) - Outdoor Stall Space*

Book an outdoor space with us during the rest of Freshers Week!

Outdoor Freshers Week stall

£1500 per day

** We can also offer custom sized spaces and discounted rates for local businesses & charities – for more information, please get in touch and enquire for further details.*

A bit about Freshers Fair logistics...

Due to the popularity of these events we ask that all stock and equipment fits within the allocated space detailed above for your stall. This means that should your stock not all fit within the allocated space, you may be asked to leave it in your vehicle and replenish it at your stall throughout the day.

For brands looking to bring a backdrop, exhibition stand or interactive installation we would recommend booking a premium sized stall to ensure you have the space needed. We're happy to discuss any requirements with you in advance of your booking to make sure you have the best stall experience throughout our events.



Winter Freshers Fair

Join us for one of the biggest university events of the year – our Winter Freshers Fair.

With a mixture of local and national brands, student societies and charity partners, take the opportunity to showcase what you have to offer with on one of our stalls at our City Campus. It's the perfect opportunity to remind students about your brand, with both new and returning students coming to our city campus for the event.

Winter Freshers' Fair Stall Type (City Campus)	
Standard Stall: 2m x 1m – one table + one chair	£500
Premium Stall: 3mx3m – table(s) + chair(s) on request	£750
Outdoor Space - priced on request	from £1000

** We can also offer custom sized spaces and discounted rates for local businesses & charities – for more information, please get in touch and enquire for further details.*

Package Offers



Freshers Sponsorship Package

Be the first brand on everyone’s lips when they return to campus, by becoming the official sponsor of our Freshers Week.

You’ll get to introduce your brand personally to our students by having a premium spot at our biggest events of the year, and make sure that your logo is synonymous with the most exciting time of our student experience for Leeds Beckett’s new and returning students!

Package Includes	Approx. Standalone Value
3 x Premium Freshers Fair Stalls	£4500
Logo on all official digital marketing for Freshers	£2500
Advertising presence on our website	£2500
Logo featured on video content of the event	£2500
10 x Social Media Posts	£2500
Banner promoting brand in our venues	£1000
Website News Article	£500
Overall Package Value	£16000
Overall Actual Package Price	£10000

£6000 Saving

Interested? Visit lbsu.co.uk/media-sales to book.

All prices are subject to VAT.

Package Offers

Annual Advertising Package

Make your mark in Freshers, and keep in touch with our student body throughout the year with an annual package.

You'll get to welcome our students to campus as we ring in the new year in September, as well as getting regular touchpoints for your brand throughout the year to make you unforgettable to our student body!

Package Includes	Approx. Standalone Value
2 x Standard Freshers Fair stalls	£2000
1 x Standard Refreshers Fair stall	£500
5 x Social media posts throughout year	£1250
5 x A3 Poster sites in our venue	£175
1 x Month long digital screen coverage	£450
Overall Package Value	£4375
Overall Package Price	£3000

£1375 Saving

Winter Freshers Sponsorship Package

Package Includes	Approx. Standalone Value
1x Premium Winter Freshers Fair Stall	£750
Logo on all digital marketing for Winter Freshers	£2500
Advertising presence on our website	£2500
9x Social Media Posts	£2250
Banner promoting brand in our venue	£1000
Website News Article	£500
Overall Package Value	£10000
Overall Package Price	£7500

£2500 Saving

** Looking for something different? We can customise our packages to suit your needs.
For more information, please get in touch and enquire for further details.*



Job Recruitment Package

Looking to fill positions and drive your recruitment forward?

Our job recruitment package will broadcast your roles to our student audience across our platforms. You'll get the chance to advertise to a huge pool of potential candidates whilst also providing vital job opportunities for students during their studies.

Package Includes	Approx. Standalone Value
Website Job Advertisement (1 month)	£250
Instagram Story Post	£250
Facebook Post	£250
Twitter Post	£250
Overall Package Value	£1000
Overall Package Price	£650

**£350
Saving**

** Looking for something different? We can customise our packages to suit your needs.
For more information, please get in touch and enquire for further details.*

Halls Pop-Ups



Halls Pop-ups

Take the opportunity to get direct to the heart of where students are at, with pop-ups in our university halls!

With nearly 2000 students in our official university halls around the city, it's the perfect way to stand out from the crowd. Choose from three of our residences across Leeds below, or host a pop-up at each to secure a bargain package deal:

Halls Name	Area of Leeds	Students on Site	Pop-Up Cost
Arena Village	City Centre	542	£500
Marsden House	City Centre	606	£750
Carnegie Village	Headingley Campus	479	£500
Kirkstall Brewery	Kirkstall	398	£500
All Halls Above	City Centre & Headingley Campus	2025	£1250

Campus Pop-Ups



Campus Pop-ups

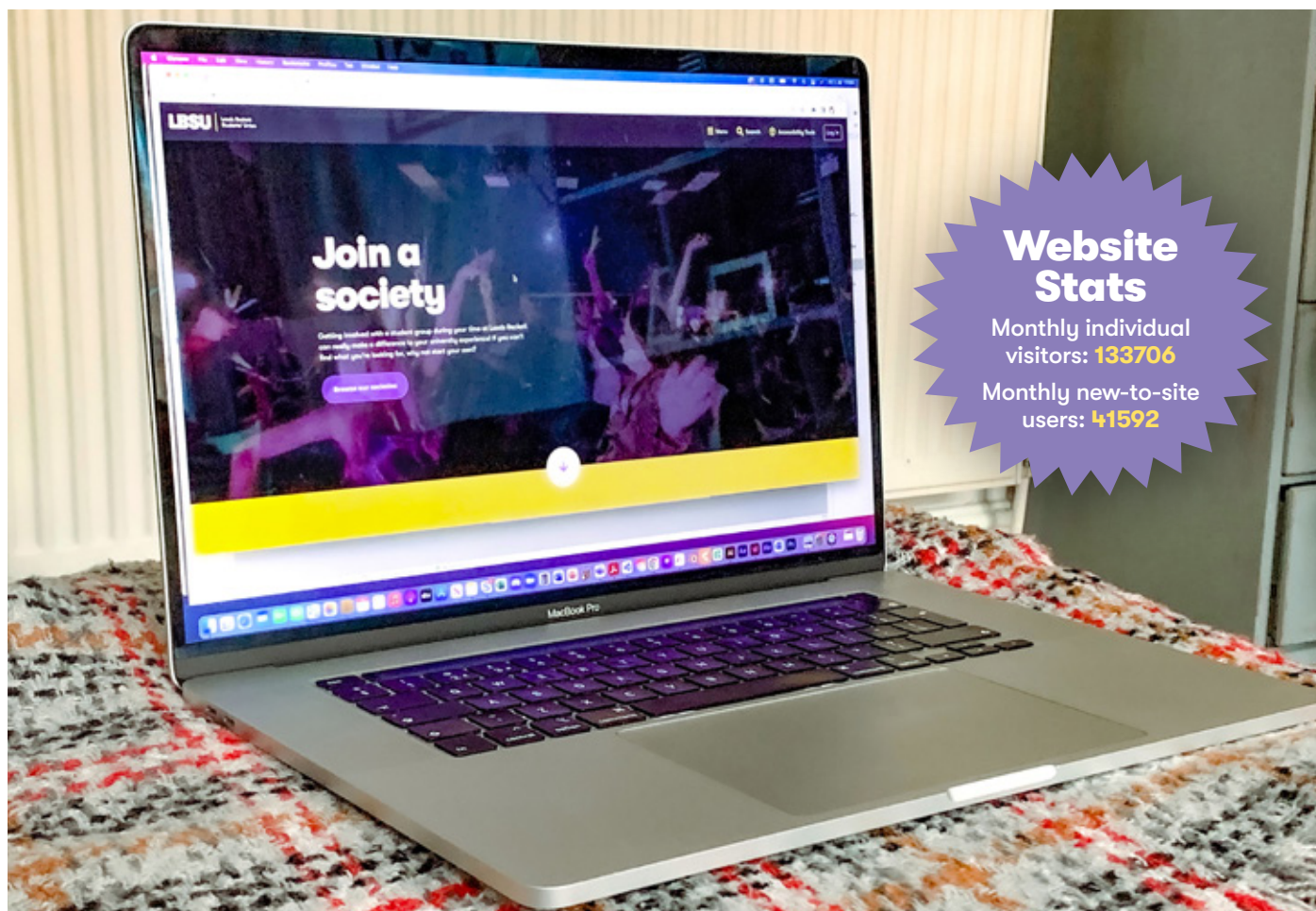
Touch base with our students throughout the year with pop-ups on our busy Campus!

There are two spots to choose from – one by our Students' Union office with lecture traffic, and one in our Hive bar with social traffic.

Space	Price
The Hive (SU Bar)	£650
SU Communal Space	£650

Interested? Visit lbsu.co.uk/media-sales to book.

All prices are subject to VAT.



Our Website

Our students are all over our digital space, with an average of 1.3 million visits to our site per year and 700k hits on the homepage.

We can help you to pick high-traffic times to post an advert during Freshers and other important weeks, the publication of news and awards, or the posting of popular events. We'll make room for you to get all up in our space, whether it's on our homepage or on one of our frequently visited articles! Our articles are circulated in our e-newsletters to our entire student body, giving your brand maximum reach.

Advert Size	Price Per Month
Homepage Pop-Up Banner	£2000
Footer Advert	£750
Article Pages Banner	£500
Article News Story	£250
Job Advertisement	£250



Solus Emails

The Students' Union has a growing database of around 5000 email addresses we're able to target your brand promotions towards.

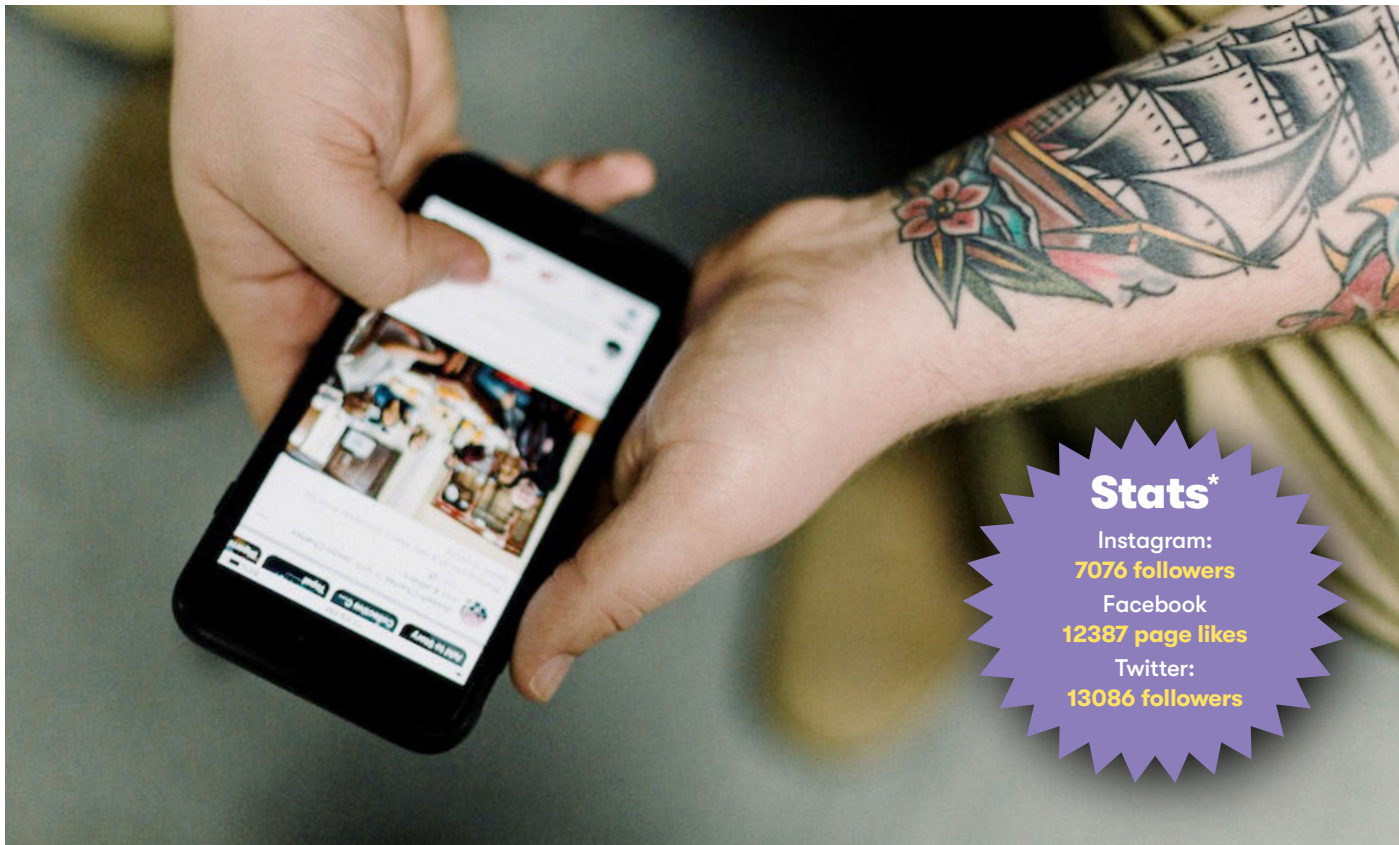
With Solus we're able to take your message and send it straight to inboxes all around Leeds instantly, making it perfect to get traffic straight to your website.

Price Per Send

£750

Interested? Visit lbsu.co.uk/media-sales to book.

All prices are subject to VAT.



Stats*
 Instagram:
7076 followers
 Facebook
12387 page likes
 Twitter:
13086 followers

**All stats accurate at time of writing*

Social Media

The landscape of social media is ever-changing, and we have an expert marketing team to take your requests and bring them to life.

Tap into daily Instagram and Facebook stories, start a conversation, share an opportunity, or simply make yourself known. With over 24k followers on social media to date on our main channels alone, Leeds Beckett Students’ Union will make sure yours is a voice to be reckoned with.

Facebook (@leedsbeckettsu)

Price Per Post / Story Post	£250
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Instagram (@leedsbeckettsu)

Price Per Story Post	£250
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Twitter (@leedsbeckettsu)

Price Per Post	£250
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The Hive

Our city campus bar, The Hive, enjoys an identity apart from the rest of our Students' Union work.

Seeing high footfall for lunch and coffee, The Hive is students' campus hub for study and social. It also houses our gig spaces and hosts fairs and events that are both targeted at our student body as well as the wider public, expanding your audience scope for promotion.

On-Site Stalls

Want students to engage with your brand, or the chance for them to sample what your brand has to offer?

Then this is the perfect way to do this. We'll provide you with space in a high footfall area in The Hive and let you do the rest!

Indoor Stall	£650
Outdoor Stall	£850

The Hive

Table Media

Make sure that your brand is the topic of the table. You can have drinks mats or table toppers featuring your brand distributed around our City Campus venue.

Media	Amount	Timeframe	Price
Table Toppers	50	1 Month	£500
Drinks Mats	500	2 Weeks	£750

Poster Sites

We have a variety of poster sites around our venue, allowing your brand to be seen non-stop by students' every day, as well as by the general public who attend our regular events programme.

Poster Site Size	Price Per Poster	Quantity of Sites Available
A3	£10 Per Week	35
A2	£15 Per Week	24

Plasma Screens

Our horizontal plasma screens are distributed around our City campus venue, and can advertise both local and national brands.

Please be aware that we are only able to advertise national brands on a limited number of screens as detailed below due to an agreement with our supplier SUBTV.

Advert Size	Amount of Screens	Location	Price Per Month
National Brand	3	City Campus	£250
Local Brand	9	City Campus	£275



Banners

Get seen on campus. Send us your banners and we can display them for you in one of our vibrant social spaces on either campus.

Please ensure that your banner is of a high enough quality, particularly for outdoor bookings, as we cannot display broken banners.

Banner Type	Price Per Week
Indoor (Roller Banner)	£250
Outdoor (Vinyl Banner)	£500

Interested? Visit lbsu.co.uk/media-sales to book.

All prices are subject to VAT.



Hire Our Venue

Inside The Hive we also have our events hall, which hosts a variety of events including student activities and live music performances.

We also regularly hire our venue out for vintage fairs and sample sales. If you're looking for a venue to host your pop-up event then contact us directly for a quote and to discuss dates.

Contact details:

Email: lbsu-mediasales@leedsbeckett.ac.uk | **Phone:** 0113 812 8400

 leedsbeckettsu.co.uk/media-sales

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Product Dimensions:

Item	Spec(s)
Plasma Screens	1920 x 1080 px - Landscape
Poster Sites	A3 or A2 (dependent on booking)
Website Pop-Up Banner	975px x 329px AND 2293px x 691px
Website Article Advert	300 x 250 px
Article News Story	News story copy PLUS 320 x 220 image
Job Advertisement	600px x 300px AND link to live job on your site
Facebook Post	940 x 788 px AND copy
Facebook Stories	1080 x 1920 px (copy is optional)
Instagram Stories	1080 x 1920 px – Vertical (copy is optional)
Tweet	1024 x 512 px PLUS copy (up to 280 char)

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