



Urdd y Myfyrwyr
Prifysgol Aberystwyth University
Guild of Students

Aberystwyth University Guild of Students

GetFresh2011



Media pack 2011

For more information:

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Get Fresh! : Freshers week 2011

Here at the University Guild of Students, we aim to enhance the experience of student life through a range of social and welfare services.

Get Fresh! is our freshers' week extravaganza: a social, sporting and entertainments-based schedule of events to help the incoming students settle into life at Aberystwyth. There is no better time to introduce your business to the students - while they are making their first impressions of the local area and what it has to offer! Simply put - we know our students, and we can help you reach this valuable market through a variety of creative and affordable advertising options including:

- **Freshers' fayre attendance**
- **Freshers' print advertising**
- **Web advertising**
- **Plasma screen advertising**
- **Prominent poster locations**

We are always happy to arrange bespoke packages, or to help you tailor your advertising to effectively communicate with the student population. If you wish to discuss options or have any questions, please contact us!

New for 2011: Early bird booking discount

For the first time, we will be offering a 10% discount for early freshers' fayre bookings. All stalls that have been booked and paid for by 1st August will be eligible for the discount, so ensure you don't miss out! Complete the enclosed booking forms and return to us as soon as possible!

The Freshers' Fayre: Monday 26th September 2011

Freshers' fayre is a key event in the student calendar, and an invaluable opportunity to advertise to approximately 3000 students in one day! The fayre is an eclectic mix of local and national businesses, creating a 'buzz' of fun and enjoyment. Over 50 businesses attended the fayre in 2010, ranging from pubs, clubs and cafes to driving schools, hairdressers and a very popular florist! The fayre is listed in the students' schedules as an unmissable event, and with another large intake of students expected for 2011, we are expecting this year's event to be the largest ever.

Freshers' Fayre stall prices:

	Early bird discount*	Full price
National Business	£500	£550
Local Business	£250	£275
Charity/Sole Trader	£125	£137.50

*Early bird discount applies to all stalls fully booked and paid for by 1st August 2011

What previous stall holders have said...

We are now fully booked for the next six weekends, very pleased indeed!
(Aberystwyth restaurant)

The atmosphere is the best thing about the day, our staff always fight over who gets to work it!
(Aberystwyth retailer)

Excellent event! I just wish we'd brought more stock up!
(National retailer)

The Freshers' Handbook

The **Get Fresh! handbook** is written and produced by current Aberystwyth students and provides a 'student view' of life at the University. Advertising space is available in the booklet which is included in our pre-arrival mailing to all incoming freshers as well as distributed to every hall of residence on campus and in town - ensuring that all first years receive a copy! The glossy A5 booklet combines a guide for University life at Aberystwyth with our entertainments line up for the whole of the first term, making the potential life span of this publication a lot longer than Freshers' week alone!

Dimensions will be confirmed with the booking confirmation. Examples of previous editions are available on request. Please note that a design surcharge of £50 will apply for any adverts which require alteration to fit the stated specifications.

	Inside Front Cover	Full Page	Half Page
National Business	£800	£400	£200
Local Business	£400	£200	£100
Charity/Sole Trader	£200	£100	£50

The **advance mail-out** is sent to the home addresses of all incoming first year students two or three weeks before they arrive in Aberystwyth. As well as the handbook, the mailing includes important information about the town and surrounding area (transport, shopping etc.) Advertising inserts and flyers can be included in the mail-out.

National Business	£300
Local Business	£150
Charity/Sole Trader	£80

Web Advertising: www.aberguild.co.uk

The Guild website is the primary source of non-academic information for students - from the entertainments line up, details of sports clubs and societies, and advice and support on student related issues. Over the first term of this academic year, the website received an average of 920,000 hits and 20,000 sessions per month*. This provides an excellent opportunity to communicate to a substantial number of students in a cost effective manner.

Web banners are displayed on the top right hand side of the page, and can be linked to a webpage or document of your choice.

Web Banner specifications: The banner should 468 x 60 pixels, and submitted in either .jpeg or .gif format.

	Banner per year (12 months)
National Business	£500
Local Business	£250
Charity / Sole Trader	£125

*A 'Hit' is an individual request from a visitor's browser for any page on the site. A 'Session' is defined as a series of clicks on the site by an individual visitor during a specific period of time.

Plasma Screen Advertising

We have seven 42" plasma screens located inside the union building, each showing either SUBtv - bespoke programming with advertising breaks, or terrestrial/satellite TV with a sidebar feature for advertising messages. With many students socialising in the areas these are present, this is the perfect way to reinforce your advertising message.

	1 month	1 term
National Business	£200	£500
Local Business	£100	£300
Charity / Sole Trader	£50	£150

Ticket Sponsorship

Freshers' week also sees a programme of special sell-out entertainment events to offer new students a variety of social activities. By sponsoring the event tickets with your logo or a short message, you will ensure high visibility for your brand not just during freshers' week but potentially a lot longer as ticket memorabilia. Bespoke packages are also available throughout term time, so if you would like to align your business/brand with one of our regular events, speak to us about other sponsorship options.

	Freshers' week event tickets
National Business	£500
Local Business	£250
Charity / Sole Trader	£125

Other Sponsorship Opportunities

Sponsorship can be an effective way of reaching a particular section of the student population, so if your organisation would like to market specifically to sports clubs, be associated with entertainments events like the May Ball, or would just like to tailor an advertising package to your requirements - please get in touch and we will do our best to accommodate your requests.

Sponsorship opportunities:

- The May Ball
- Rugby 7s tournament
- Sports week
- Freshers' fayre
- Christmas ball
- Event ticket sponsorship

and many more...

Deadlines

Freshers' Fayre

To qualify for early bird discount, booking forms with payment must be received by Monday 1st August.

We will continue to take bookings for the fayre until Monday 29th August.

Freshers' Handbook (including all other advertising bookings)

Booking forms along with all artwork must be received by Monday 8th August

Advance Mailout

Booking forms along with all inserts/flyers must be received by Monday 15th August

Payment Deadline

Payment for all bookings must be made by Monday 29th August.

Contact us:

We know our students and are happy to advise on the most effective way of communicating with them.

Please contact us if you require more information, or to discuss your organisation's requirements.

Kate Heaven

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Terms and Conditions

- All advertising, posters, flyers, signage, and other promotional material **must be bilingual**. The Guild will offer a free of charge translation service for those that need it (on request). The Guild reserves the right to remove any promotional material that has disregarded its bilingual policy.
- Bookings will be confirmed within 14 days of receipt. All bookings must be confirmed by both parties in writing (paper or email).
- The booking form (paper or email) is a binding agreement and the booking is chargeable regardless of attendance. No refunds or cancellations can be made once the booking is agreed.
- All fees are as stated in this pack unless agreed otherwise as part of a bulk purchase, sponsorship, or other deal - said agreement must be in writing (paper or email).
- Fees stated do not include VAT. Fees stated are NET.
- Artwork must be provided in compliance with the technical specification laid out by The Guild when the booking is made. Any resizing may be subject to a design surcharge.
- All artwork, photographs, discs, or any other materials supplied to The Guild cannot be returned unless a suitable stamped addressed envelope is provided.
- Acceptance of all media bookings is subject to availability. Aberystwyth Guild of Students reserves the right to refuse any booking.
- All advertising must comply with the British Code of Advertising Practice and the Trade Descriptions Act, and any other acts or regulations that ensure advertising standards.
- Advertising supplied must not infringe any copyright or intellectual property, and must not be deemed defamatory, fraudulent, misleading, or false.
- The Guild cannot accept responsibility for damage to, or loss of, photographs or advertising mediums.
- Pubs and nightclubs are unable to book certain media listed in the media pack, details can be sent on request.

Our definitions of business types:

'Sole trader': not a Ltd/Inc, owned by one person and does not employ anyone full-time. The owner has unlimited liability for the business and it is linked to their personal finances.

'Local Business': Does not operate on a national scale and its main premises is based in Aberystwyth.

'National Business': Operates on a national scale with stores nationwide. (A 25% discount may be applied when a national business owns a premises within Aberystwyth).

'Charity' : Non-profit organisation with a registered Charity number.