

# YOUR UNION

Scottish Registered Charity no. SC0119883

UNIVERSITY OF ST ANDREWS STUDENTS' ASSOCIATION

## MEDIA PACK



2019/20



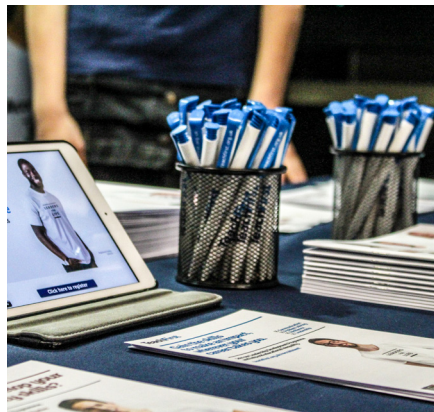


# WHO WE ARE

We are here wholly for The University of St Andrews students, to make the student experience as strong as it can be, provide services students need and represent views to the University and beyond.

We are a charity registered in Scotland and we are mostly volunteers!

Our services range from bustling cafés - we have two, one on our main site and another in one of the oldest buildings in St Andrews on North Street, three busy bars and a very popular night club as well as a performance space and theatre. We host two busy retail outlets - a bookshop and retail unit for the University as well as having great society spaces, print facilities and a computer room.



# WHAT WE CAN DO FOR YOU

Situated in the heart of St Andrews we can create any package tailored to your requirements. From **social media** ads to **providing staff** for your brand promotion. You could **sponsor an event** - from our weekly karaoke to our annual **graduation ball** or participate in one of our **fayres**. Giving you the opportunity to engage with students from the start of their University experience to the end.

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rachel hughes | design and marketing manager | [sadesign@st-andrews.ac.uk](mailto:sadesign@st-andrews.ac.uk) | 01334 462700





# SPACES

## BUILDING & PIAZZA

Our piazza is a large area at the front of our building. This large flexible space lets you engage with passers-by on the main street of St Andrews and also catch students entering the building too! Feel free to bring your own gazebo or van and we can provide you with electricity if you need it.



## RECEPTION



Use our stall space beside our main entrance to receive maximum footfall within the building.

## RECTORS



Want to bulk buy on our coffee and hand it out free to students in your own branded cups? Or get branded cupcakes made and engage with students through the medium of food. Anything's possible!

## THE MAIN BAR



Our Main Bar is a hive of activity from study sessions during the day to partygoers at night! This space is larger than reception and a great place to have slightly long chats with students.

## POP-UP SHOP / EVENT SPACE



The use of our largest area in the building (up to 12.5 x 15 m).





# PRINTED PLACES

## BANNER SPACE



Advertise with us all week long in our reception. A roller banner or freestanding sign is welcome.

## A1/A0 POSTERS



An opportunity for you to have your A0 or A1 poster up for 2 weeks within the building (we can print this for you if required).

## A4 POSTERS



20 posters will be put up throughout the building, in toilets and café space for 1 month.

## A4 POSTER DISTRIBUTION

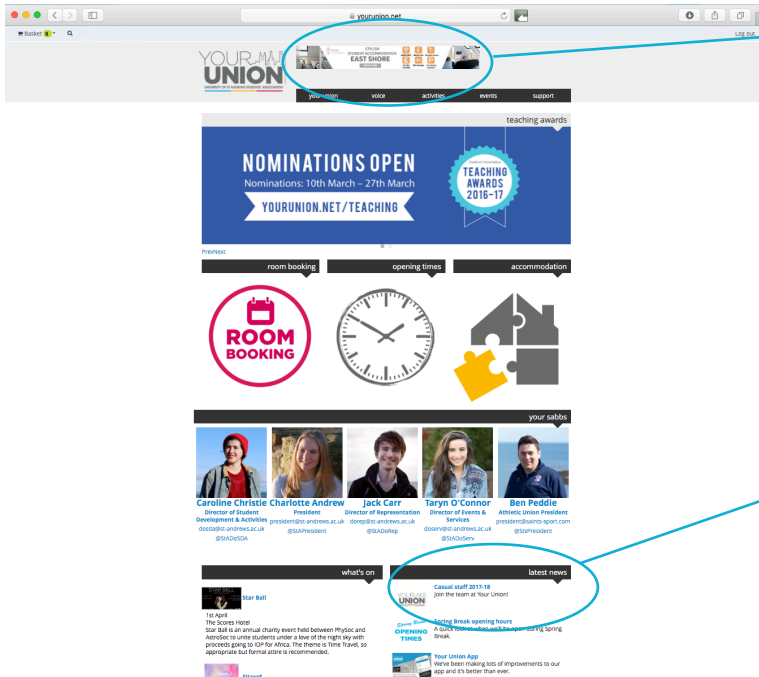


Our poster runner will distribute posters throughout halls and departments to give you maximum coverage around campus (30 posters)\*

\*Please note we cannot guarantee the amount of time posters will be up due to the premises being outwith our control.



# ONLINE

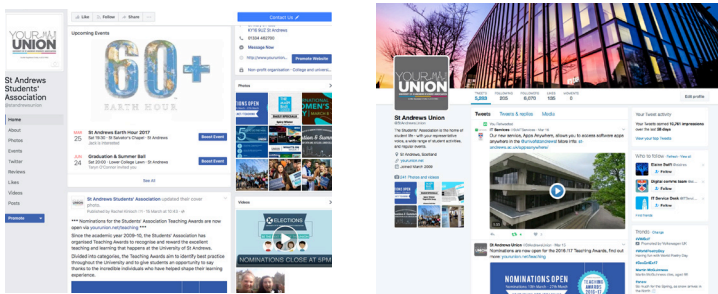


## ONLINE PROMOTION

We offer a prime advertising spot on our front page. Price includes a 4 week period.

## ONLINE NEWS FEED

Participate in our news feed on the front page of our website which gives students up to date information on student life and what's happening in the Association. Visible for 3 months.



## SOCIAL MEDIA

1 x tweet and facebook post at a date and time to suit you



UNIVERSITY OF ST ANDREWS  
STUDENTS' ASSOCIATION



# EVENT SPONSORSHIP

Contact us for event information and we can tailor a package to work for you.



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# FRESHERS & REFRESHERS

We have special media packs for Freshers' and Refreshers' week opportunities. Contact us to find out what promotional, print and fayre options we have.



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# BOOKING

Please note all orders are subject to availability, VAT and approval from The Students' Association President. If you are interested in advertising with us please call Rachel Hughes on 01334 462700 or email [sadesign@st-andrews.ac.uk](mailto:sadesign@st-andrews.ac.uk) with the information below and any questions you may have.

**COMPANY NAME**

**CONTACT NAME**

**TELEPHONE NUMBER**

**ADDRESS**

**BOOKING TYPE**

**DATE FOR EVENT (IF APPLICABLE)**

**ANY ADDITIONAL COMMENTS**





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Scottish Registered Charity no. SC019883

**WE CAN'T WAIT FOR YOU TO  
JOIN US.**

**RACHEL HUGHES | DESIGN AND MARKETING MANAGER  
SADESIGN@ST-ANDREWS.AC.UK | 01334 462700**