



# FXU YEAR ROUND ADVERTISING MEDIA PACK





Above: Photo taken from Freshers' Fayre 2016

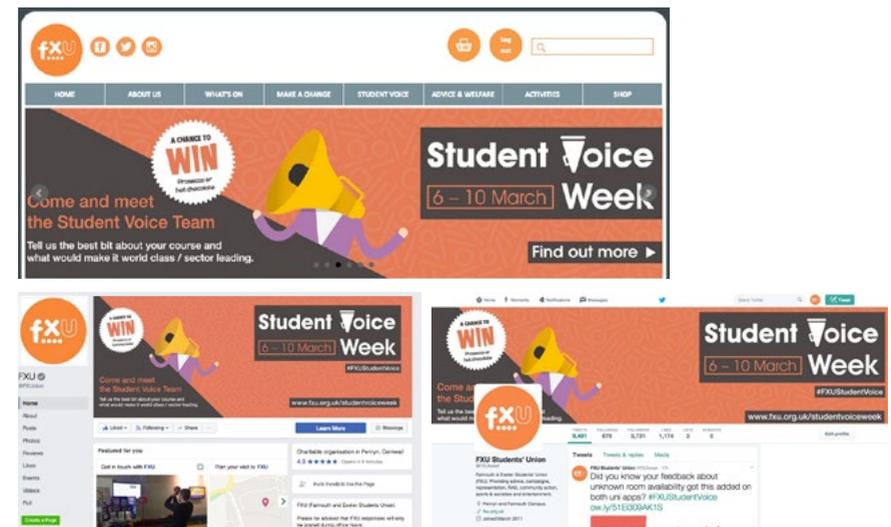
## ABOUT FXU

In the 2017-18 academic year, there will be over 7,500 students on campus studying at the universities, over 2,500 of which will be Freshers. During their time at university, the majority of students will interact with FXU and participate in our activities in some way, whether it's through joining a sports club or society, volunteering or fundraising within the local community, attending an event, or receiving advice on such matters as finance, housing and intermitting.

We communicate with students in a range of ways, including social media, via our website, e-newsletters and posters.

We have over 3,600 Twitter followers and over 9,000 Facebook likes (as of January 2017), reaching nearly 34,000 people in an average week during term-time (Autumn 2016). Since we launched our new website in September 2014, we have seen our traffic increase significantly, with an average of 33,000 views a week during term-time (Autumn 2016).

If you've got a message for our students, or a service you want to share, we can ensure your message gets out there. **We are pleased to offer a 20% discount on all our advertising rates to local businesses.**



Top: Screenshot of our website (taken 07.03.17)

Bottom Left: Screenshot of FXU Facebook Page (taken 07.03.17)

Bottom Right: Screenshot of FXU Twitter Page (taken 07.03.17)

Summer 2017 rates

# Year-Round Advertising

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- Social Media
- E-Newsletter
- Website
- Media Screen
- Sponsorship
- Advertising T&Cs

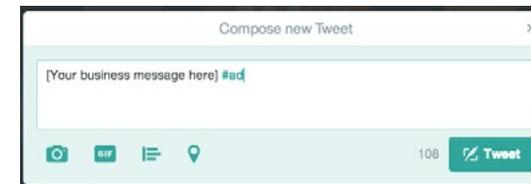
## Social Media

**From £35 per post / £29 Local business rate**

We understand how important it can be to get your message out there as soon as possible and we can tweet on your behalf to share your message with our students. If you send us your intended tweet, we can schedule this for a specified time and date for just £35. If you want to schedule a series of tweets on five consecutive days, your fifth tweet is free. In the interest of transparency, we will add #ad to the end of any advertisement.

We can also post your message on our Facebook page for just £35 a post. Please forward text exactly as you'd like it to appear with a link or image. We will start the post with 'SPONSORED POST'.

In the interest of being consistent in our messages to students, we will only feature one advert on Twitter per day and one on Facebook per week.



Left: Mock up of paid Twitter post



Right: Mock up of paid Facebook post

# E-Newsletter

**£120 per entry / £96 Local business rate**

We have a weekly e-newsletter which is distributed to all students during term-time. This is primarily used to inform students about FXU news and events but we also feature some paid-for adverts.

The newsletter goes out every Wednesday and we require the content by 9am the Wednesday of that week. Please contact us to enquire about scheduling as we do not take advertising in one out of every four newsletters.



Left: Student reading the FXU Newsletter  
Top Right: Newsletter Header  
Bottom Right: Example of paid advertisement

We feature up to three paid-for ads a week, allocated on a first-come-first-served basis, and do not advertise the same advert on consecutive weeks. This can be a request to complete a survey, a general advert for your business or a call for student volunteers.

Adverts can be paid for by card over the phone\* by calling 01326 255861 or we can send you an invoice for BACS payment.

\* Please note: there is a 75p card charge.

# Website

**£100 per week / £80 Local business rate**

We have redesigned our website for the start of the 2017-18 academic year and attract an average of 33,000 views per week (Autumn 2016).

We can feature one advert per week exclusively (alongside other FXU content) on the rolling banner of our website's homepage — which can click through to your own specified URL.

This must be sent to us as a JPEG at 72dpi, [w] 1156 x [h] 300 pixel banner. Please contact us to find out if your required week is available.



Screenshot of FXU website homepage [www.fxu.org.uk]

**EXCLUSIVE  
WEEKLY  
FEATURE**

# Media Screen

**£170 per entry / £56 Local business rate**

Our offices are incredibly busy with hundreds of students coming through our doors every day. Your business could appear on the digital screen in reception for all to see. Please read our advertising T&Cs for info on what we cannot advertise on page 10.

Just send us a JPEG at 72dpi, [w] 1920 x [h] 1080 pixels and we can include this on our weekly slideshow. Maximum two adverts per week.



Photo of FXU office media screen

# Sponsorship

**Prices start at £100**

Want to see your logo on our hoodies or have your banners at our events? All you have to do is sponsor a campaign or event. We have several through the year, including the elections, student reps, FXU Awards and Grad Ball. Just get in touch to discuss your ideas and we can tailor a plan to your needs.

FXU Awards 2017 – sponsored by Penryn Campus Sports Centre, FLEXSI Fitness and Williams Travel

**For further information contact:**

Emma Farley & Julie Hore | 01326 255861 | [marketing@fxu.org.uk](mailto:marketing@fxu.org.uk)

# Advertising T&Cs

By submitting a booking to FXU you are indicating that you have read, understood and agree to the following terms and conditions:

1. Payment must be made at the time of booking. You can pay by card over the phone or request an invoice for BACS payment.
2. All advertising must be paid for in advance, without exception.
3. If payment is not received within 48 hours after booking, your advertising will be cancelled.
4. Artwork/copy must be submitted within the deadline specified. Failure to do so will result in your advert not being displayed and you will still be subject to payment.
5. Adverts submitted must not feature material which could be classified as offensive according to the Equal Opportunities Act 2010.
6. We reserve the right to retweet or share anything we deem appropriate for our students outside of advertised messages.
7. All sales are final and refunds are not available in any circumstance

**Failure to meet the terms and conditions may result in immediate cancellation of your booking without a refund.**

## Prohibited advertisements

Advertising should not promote any of the following:

- Adult services, i.e. sexually orientated products or services
- Promotion of irresponsible drinking
- Gambling
- Loans and speculative financial products
- Anti-social behaviour

In addition, we will not accept advertising that:

- Conflicts with our core values or policies (more information can be found on our website under About Us)
- Supports a political bias or individual politician
- Supports a religious bias
- Presents an obvious conflict of interest with our services

The final decision to accept advertising rests with FXU's Senior Management Team. We also reserve the right to refuse advertising for any other reason without explanation. Also, to remove advertising at short notice should the subject matter be likely to appear insensitive/cause offence.

# Booking Advertisement

Please express your interest to advertise with us by emailing [marketing@fxu.org.uk](mailto:marketing@fxu.org.uk) or call us on 01326 255861. We will call or email you to confirm receipt of your booking and forward an invoice for payment. We will hold the slot for 48 hours while we await payment. If you do not pay within this time, we will open the space up to someone else as spaces are limited.

All bookings are final and there are no refunds once booking and payment has been made.

Thank you and we hope to hear from you soon!

***For further information contact:***

*Emma Farley & Julie Hore | 01326 255861 | [marketing@fxu.org.uk](mailto:marketing@fxu.org.uk)*



If you have any questions feel free to call us on 01326 255861

 /FXUnion

 @FXUtweet

 fxu\_insta

 [www.fxu.org.uk](http://www.fxu.org.uk)

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