

# Media Pack

Queen's Students' Union



Queen's  
Students'  
Union

# A Bit About Us

Queen's Students' Union is situated at the heart of a thriving university campus and is a lively and exciting place to be. This means that we can offer the insight, media channels and creative solutions you need to help you advertise your business to thousands of students.

With over 24,000 students studying at Queen's University Belfast, this provides a great opportunity for you to promote your brand to highly connected, influential students who could act as brand advocates for you for years to come.

To find out more about the options available in this media pack or anything else, simply contact our marketing department on:



[sumarketing@qub.ac.uk](mailto:sumarketing@qub.ac.uk)



028 9097 3726

# Advertising Options

All costs subject to VAT.

## Foyer Stall

Hire a stall in the foyer of the Union and make direct contact with our students. Face to face communication with students is the ideal way to promote your business, hand out leaflets or samples and even conduct market research.

Half Day	£85 (10am - 1pm/1pm - 4pm)
Whole Day	£150 (9am - 5pm)
Peak Hours	£120 (10am - 2pm)

## Poster Display

Advertise on our noticeboards, located in prominent areas around the Students' Union.

5 x A2 Posters      £100      for one month

## Website

qubsu.org is the official website of Queen's University Students' Union. It receives in excess of 10,000 views per month.

The website is used as a source of information and includes an updated calendar of events running throughout the year.

It is also used by the 215+ Clubs & Societies that operate within the Union to interact with members, encourage new members to join, and generally boast about their exploits.

Large Banner	£300 per 2 week cycle
Right Hand Ad	£220 per 2 week cycle



## Social Media

Our Facebook and Twitter pages are very popular amongst Queen's students and your company can benefit from this engaged audience. With over 8,500 likes on Facebook alone, make sure you take advantage and advertise your product or service to our growing population.

We will friend your page, and approved posts will be shared on our Facebook wall or retweeted on Twitter. Find us at: [facebook.com/qbsu.org](https://www.facebook.com/qbsu.org) and [@qbsu](https://twitter.com/qbsu)

One Post      £50  
Two Posts     £95

Three Posts     £125  
More             Bespoke Price



## Digital Package

Take advantage of our Digital Package which includes your artwork displayed on a Right Hand Web Ad and two Social Media Posts at a great cost.

Digital            £300 per 2 week cycle  
Package

# Other Options

## Graduation

The summer and winter graduations are an ideal time to communicate to graduates just as they leave university.

Graduation Photography takes place in the Students' Union each year, creating excellent marketing opportunities which we would be happy to discuss.

