

Advertising Pack 2023-24



Bristol SU

Connect with over 30,000
students at the University of Bristol

About Bristol SU

We're the University of Bristol Students' Union, known as Bristol SU.

We're a charity focused solely on making the lives of University of Bristol students the best they can be. We're situated at the heart of students' University experience, meaning we're perfectly placed to recommend your business.



30k+
students



550k
Monthly
website views



14k+
Instagram
followers



4k+
TikTok
followers



20k+
Email
subscribers



8.5k+
SOLUS
opt-ins



Online opportunities

We have plenty of online advertising opportunities to reach students while they are browsing our website and social media, or directly in their inbox.

Instagram

Our most-followed social media channel. Promote your brand to 14k+ followers via our channel.

Instagram story

Boost your web traffic with an Instagram story promo. We'll include a link directly to your site and track clicks.

Single image story - **£200**

3 image story - **£400**

Instagram giveaway

Boost your Instagram following with an Instagram giveaway. Offer a giveaway prize to our audience and require entrants to follow your channel.

£300

Instagram reel

Boost brand awareness with a bespoke Instagram reel. Our student staff team will create an authentic reel sharing their experience with your business.

£500

TikTok

With 4k+ followers and the opportunity for your content to go viral, our Tik Tok is a key new platform to connect with University of Bristol's students.

Tik Tok video

Boost brand awareness with a bespoke Tik Tok video. Our student staff team will create an authentic Tik Tok video sharing their experience with your business.

£500



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Working with Bristol SU has been an absolute pleasure. Element Recruitment's Student Campaign brought in a large number of students looking for work over the summer. **Strongly recommend** and will definitely be partnering again in the future.

- Element

All prices ex. VAT. Prices exclusive of Welcome Month, see Welcome Week Advertising pack for details.



Online opportunities continued

Email



Connect with students directly in their inbox. Promote your brand to 8,500+ (Solus) or 30,000+ (Bristol SU) students.

Bristol SU e-newsletter

Boost your web traffic by advertising within our fortnightly e-newsletter as an exclusive banner ad to over 20,000 students.

£400

SOLUS email

Promote your brand to those who want to hear about it. Our SOLUS email is an opt-in mailing list for students who want to hear about offers and promotions from businesses like yours.

£600

Website



Website banner

With our website receiving over 550,000 hits per month, our website banners are a great way to get eyes on your brand and clicks to your chosen site.

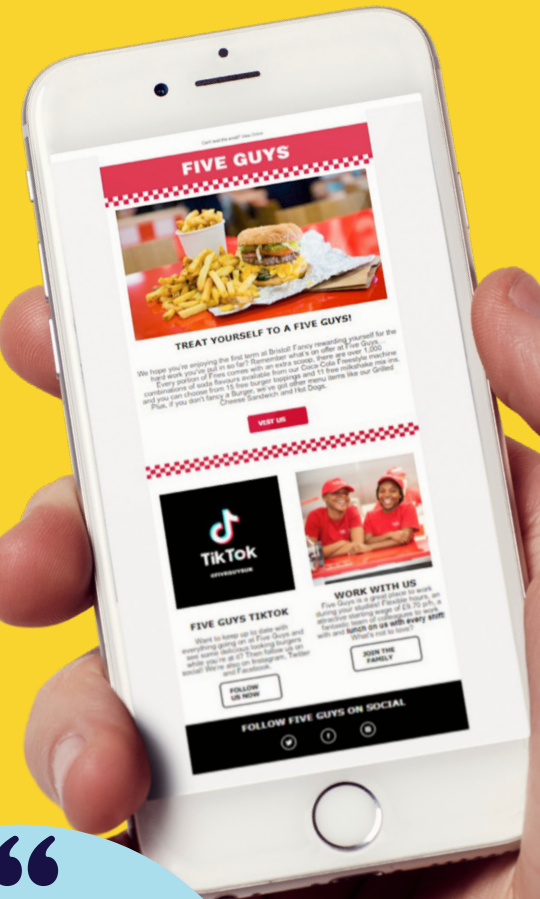
£600 p/m

Jobshop

Advertise your part-time Bristol-based job to University of Bristol students.

2-week free listing

[Click here](#) to list your job.



“

Prior to the SOLUS email, we received just 140 responses from Bristol students in a month. After sending the Bristol email, we received nearly **650 responses in just 1-2 days** – an incredible return on investment and exactly the impact we needed.
- Bright Network

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Onsite opportunities

Reach students while on campus with our onsite advertising opportunities. We are a city university offering several excellent locations to promote your brand directly to students.

Brand activations

Promote your brand directly to students with our brand activation spaces in our Student's Union building or outside on campus.

Bristol SU Lobby – Indoor

Take over our Bristol SU lobby at the Richmond Building. Located near the legendary Anson Rooms, balloon bar and activity and study spaces. 5m x 5m

Table & 2 chairs on request
Power using standard UK 13AMP extension lead socket

£600

Bristol SU – Outdoor

Our large outdoor space at Bristol SU is perfect for food brand activations. Located near the Balloon Bar, event and activity spaces and study spaces.

18m x 6m

32 amp or 16 amp power and water supply

£1000

Campus - Outdoor

Promote your brand at the heart of campus on Tyndall's Avenue. Located near the Sports Centre, Senate House, the Arts and Social Sciences Library and many departmental buildings.

3m x 3m

Power

Bring your own gazebo or stall

£600

Digital screens

Boost brand awareness for your brand with our visual screens, located in 4 different spots across the Richmond Building. Screens are located near our busiest spaces, the Anson Rooms and Balloon Bar.

£400 p/month (Min 2 months throughout year)

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Working alongside the Bristol SU we were able to curate a fun interactive game for our client to obtain downloads for their app. Outside Senate House was an ideal location with heavy footfall.

**- Bulla Co with Loop App,
Onsite brand activation**



Events

We hold a variety of events across the academic year with opportunities for advertising your business. Our key events include...

Welcome Fair

The event of the year! Our Welcome Fair provides the perfect opportunity to interact and engage face to face with students, right at the beginning of their university experience.

Stalls from £1250

Refreshers Fair

Refreshers Fair takes place every year in late January as an opportunity for students who may have missed the festivities during Welcome.

£500 per stall

Venue Hire

Bristol SU offers a wide number of affordable spaces available to hire during certain times of the year.

Contact us about our venue hire opportunities.

All prices ex. VAT

**Find
out more
about our
Welcome &
Refreshers
Fair**



Campaign packages

Boost your brand awareness and engagement with a campaign package, designed to make more impact for your business. If you are interested in a campaign package, we'll propose a bespoke package to fit your goals.

Digital package examples



One off:

Solus email
Instagram story

£720

(Usual price £800)

Term:

3x Solus email
3x Instagram story

£2000

(Usual price £2400)

Brand activation package examples



One off:

Brand activation (Bristol SU indoor /
Campus outdoor)
Solus email
Instagram story

£1250

(Usual price £1400)

Term:

Brand activation (Bristol SU indoor /
Campus outdoor)
3x Solus email
3x Digital screens (1 month)

£3100

(Usual price £3600)

**For campaign
packages,
or bespoke
advertising
opportunities,
contact us.**

All prices ex. VAT. Prices exclusive of Welcome Month, see Welcome Week Advertising pack for details.



Get in touch

Advertise with Bristol SU
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