

## ACS Rate Card

Term Time in the student residences

Our student residences advertising spaces are the perfect way to hit your target student market. With access to over 6,000 students, choose from a variety of effective advertising media including print media, face to face contact and static imagery.

All prices are exclusive of VAT

### **Residences Magazine – Digs!**

Our 12 page A4 official magazine for the student residences, published four times a year.

#### **September issue – extended Intro edition**

Print run: 6,000 copies

Distribution: Posted to 4,000 students as part of a pre-arrival mailing week commencing 5 September before they move into University accommodation plus distribution as below.

Costs:

Half page advert £500

Quarter page advert £350

Eighth page advert £250

November, January and March issues

Print run: 2,000 copies plus electronic copies sent to all 6,000 residents

Distribution: Hand delivered to all University accommodation and available from pick up locations throughout University accommodation, including in every accommodation block, bars, cafes and reception areas.

Costs:

Half page advert £300

Quarter page advert £200

Eighth page advert £150

### **The Endcliffe Village**

The Endcliffe Village is home to over 3,600 students, and at the heart of it is The Edge, the social and welfare hub of the village, offering multiple advertising opportunities in its dining area, bar, café and social spaces.

#### **Stalls and Flyering**

Hire a stall inside The Edge or outside on The Terrace. Perfect for face to face communication, sample and leaflet distribution, sign up services and market research. Flyering is also available outside.

Stalls and flyering available during peak evening hours (5pm-11pm) on weekdays and 10am - 6.30pm on the weekends.

Stall inside The Edge £200 per day (excluding Intro Weekend)

Stall on The Terrace £150 per day (excluding Intro Weekend)

Flyering on The Terrace £100 per day (maximum 2000 flyers) (excluding Intro Weekend)

### **Intro Weekend Stalls – Saturday 17 and Sunday 18 September**

Target students as soon as they arrive with a stall during 'Intro Weekend' when 6,000 students arrive to move into their University accommodation.

A fantastic way of raising awareness of your brand and products from the moment they get here, plus it's a great sales opportunity as parents and guardians are also on site.

Stalls are available outside at The Edge (The Endcliffe Village) £250 per day or £400 for the weekend

### **A4 Posters**

Take advantage of cost effective eye level media with our washroom panels located throughout The Edge.

Cost: £75 per 20 panels per week

Quantity: 60 panels available

Size: A4 (portrait)

### **A0 Posters**

For maximum impact we also have two large A0 (portrait) positions in prime locations with high footfall by The Edge Bar.

Cost: £50 per poster board per week

### **Plasmas**

Advertise to every student that walks into The Edge and The Ridge by purchasing an advert on our plasma screens located in busy areas around the building.

Cost: £50 per slide on four screens per week

Frequency: on average a 13 second advert in a 10 image loop

Positioning: three plasmas at The Edge, one at The Ridge