



Liverpool
Guild of
Students



Welcome Week

Media Pack

2024



Introduction

Welcome Week at the University of Liverpool is bursting with activity and buzz around campus with new and returning students excited to make friends, get involved with activities and discover brands; making the marketing opportunities at the start of the academic year some of the most valuable.

Each year we introduce 9,000 new students to campus, and welcome back 21,000 to continue their studies. We have a range of marketing channels available during this period, giving you a great opportunity to raise brand awareness and create lifelong customers. We have an array of additional opportunities aside from those detailed in this pack so, whatever your marketing objectives, we have the channels to connect you with our students.



Contact



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Welcome Fairs

Taking place across the Guild building and outdoor spaces, the Commercial and Society Welcome Fairs are the biggest events of the year. The fairs are a who's who of student brands and a chance for students to get to know our Guild societies and activities. With an estimated footfall of 16k across 2 days, don't miss out on being part of the perfect opportunity to introduce your brand to new and returning students



Welcome Fairs

Indoor Activation

Secure your space inside with a Standard Stall, we provide you with a table and chairs for you to transform and make your own. Thinking big? We also have availability to make your space stand out from the rest with larger indoor space options.



Standard Stall

1.8mx1.5m - 1x Trestle Table, 2x Chairs

1 Day - £1000



Standard Stall

1.8mx1.5m - 1x Trestle Table, 2x Chairs

2 Days - £1700

*Larger spaces available on request from £1100

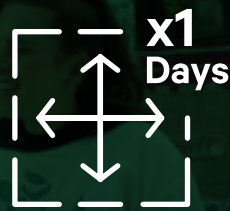
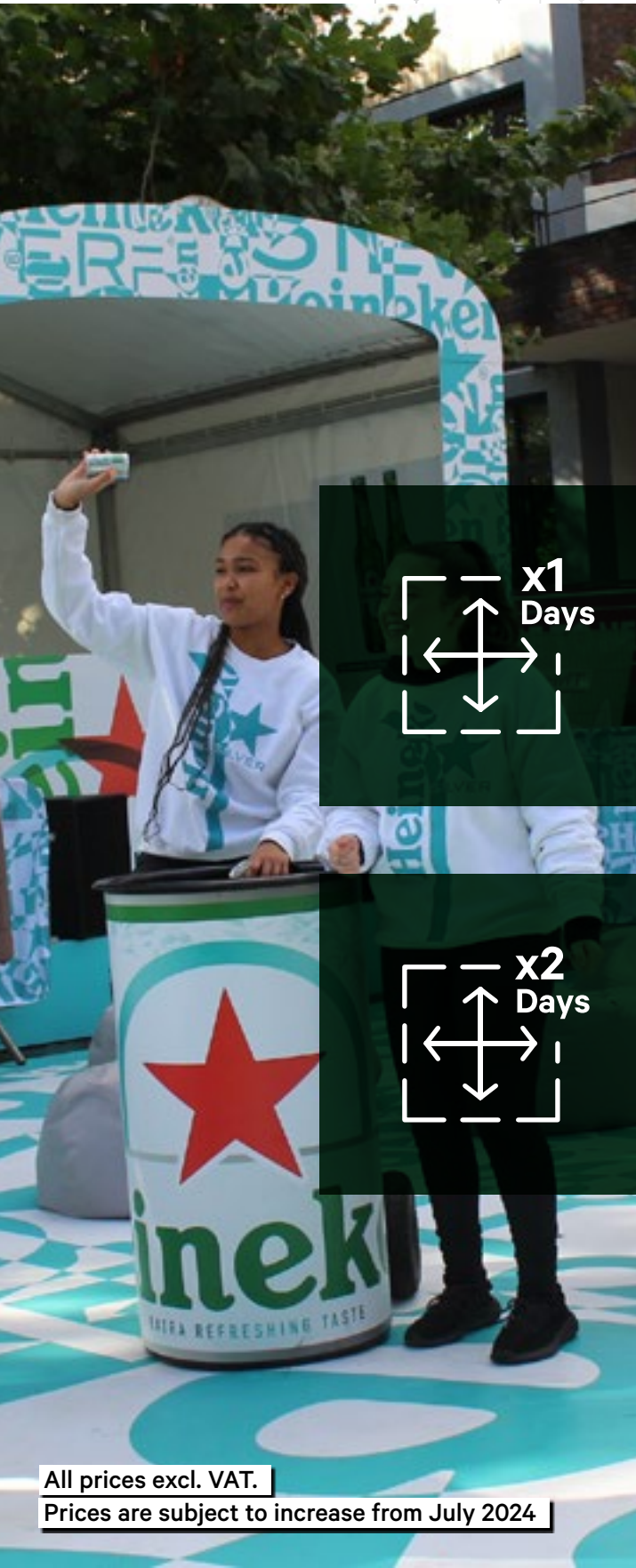
All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Fairs

Outdoor Activation

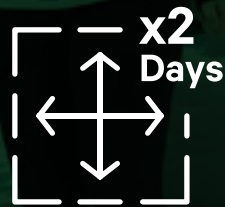
We have an option for outdoor space on both days of our Welcome Fairs for vehicles, displays and interactive activities. The sites are included in the fair layout to ensure every visitor passes through the spaces.



Guild Walk

5m x 3m

1 Day - £1600



Guild Walk

5m x 3m

2 Days - £2900

*Larger spaces available on request from £1700

All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Fairs

Goody Bags

Just launched a new product, or looking to share some samples? Be part of our Welcome goody bags. Generously packed ready for the arrival of over 7,000 students, you can say goodbye to staffing costs as we can distribute your freebies for you.



Flyer

£800



Product

£1100

All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Week Media

Welcome Mail Flyer Insert

Our Welcome Packs are sent out to new and returning home, undergraduate students, providing all the top tips and making sure they are excited for the semester ahead. Be part of our big hello and reach students before they've even stepped onto campus.



New Students

x6,000

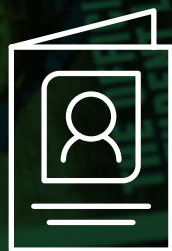
£1100



Returning Students

x10,000

£2700



All Students

x25,000

£3500

All prices excl. VAT.

Prices are subject to increase from July 2024

Quantities subject to increase due to changes in student numbers

Welcome Week Media

Wall Planner

A student house must-have, our Wall Planner is always in high demand. With 5,000 printed, it's the only guide to all academic dates and social events throughout the year and is in use all year round.



Ad Square
£550



Add your event
£55

All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Week Media

Digital Screens

We have 12 portrait screens located in high footfall areas inside and outside the Guild building; their eye-catching nature is ideal for getting your message across during the busy Welcome Week that attracted over 50,000 visitors last year.

September

Per screen, Per week

£150

October

Per screen, Per week

£100

November - July

Per screen, 2 weeks

£150

All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Week Media

Posters

With access to the prime poster sites on campus, showcase your brand at all the right locations.



6 Sheet Poster

x1 - Per Week

£150.00



A3 Portrait Posters

x5 - Per Week

£100.00

All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Week Media

Vinyl's

Leave the phone behind and take your advertising on campus. Discover how our vinyl opportunities can help you maximise your campaign reach and play a key role in the daily life of the consumer!



Wall Vinyl

x1 - Per Month

£970.00



Table Tops

x5 - Per Month

£550.00

All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Week Media

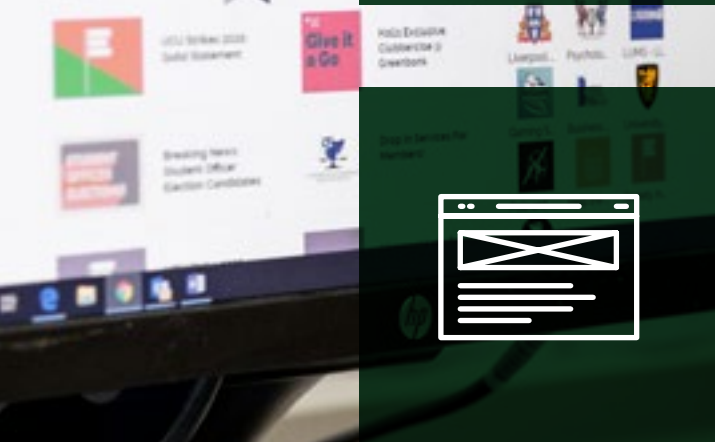
Website

With students visiting our website to stay up to date with student societies, events and Guild news and 37,000 unique users per month, www.liverpoolguild.org holds the key to reaching Liverpool students online with 24-hour access.



Footer Banner

1 week **£200** - 2 weeks **£340**
3 weeks **£510** - 4 weeks **£680**



Top Banner

1 week **£275** - 2 weeks **£450**
3 weeks **£650** - 4 weeks **£800**

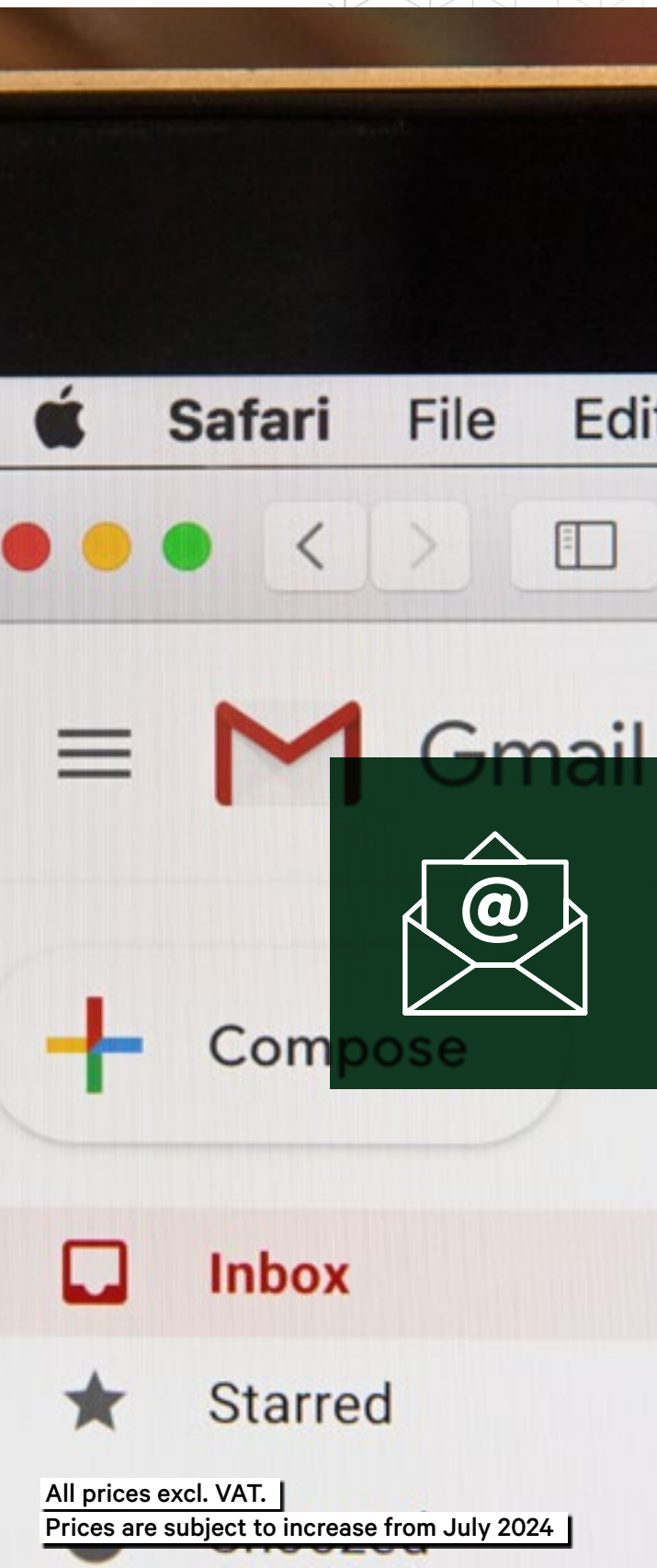
All prices excl. VAT.

Prices are subject to increase from July 2024

Welcome Week Media

Email

With an average open rate of 45% on our email newsletters, it's no surprise that email comes out on top as the students' preferred channel of communication. We send a welcome email to all new and returning students post Welcome Week to communicate all the latest Guild news – and you can be a part of it too!



Email Advert

£450

All prices excl. VAT.

Prices are subject to increase from July 2024



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