

# MEDIA PACK



# CONTENTS

03	About us
04	Our Partners
06	Audience Insight
08	Freshers Fair
12	Digital Ads
18	Physical Ads
22	Brand Activation
24	Other Opportunities
26	Testimonials
28	Contact

## ABOUT *us*

We are Imprinted, a specialist agency helping Students' Unions unlock new revenue through social media sales, national brand partnerships, and smarter commercial operations. Brought to you by Imperial College Union.

Partnering with UEA Students' Union provides brands with access to one of the UK's leading campus universities, known for its strong sense of community, creativity, and student experience. Based at the University of East Anglia, the Students' Union sits at the heart of campus life, delivering impactful events, campaigns, and commercial activity that engage students throughout the academic year.

Renowned for its excellence in areas such as environmental sciences, creative writing, media, and healthcare, UEA attracts a diverse and ambitious student population from across the UK and internationally. Imprinted are looking forward to working with UEA SU to create meaningful opportunities for brands to connect with an engaged Gen Z audience in one of the country's most vibrant student communities.

# OUR *partners*



# STATS

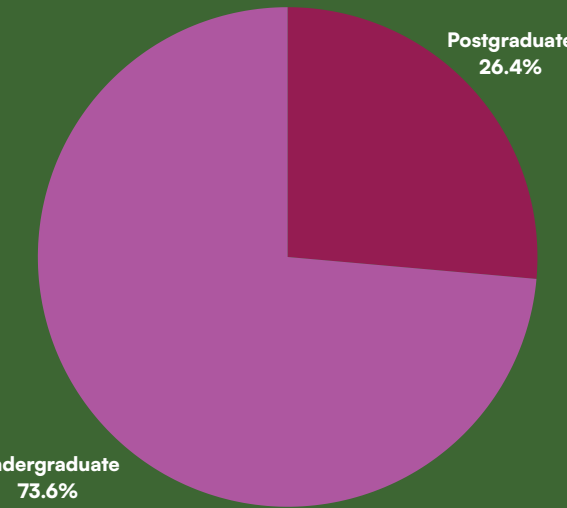
Every University of East Anglia student automatically becomes a member of the union.

Therefore, endless opportunities for you to elevate your brand through a range of advertising opportunities.

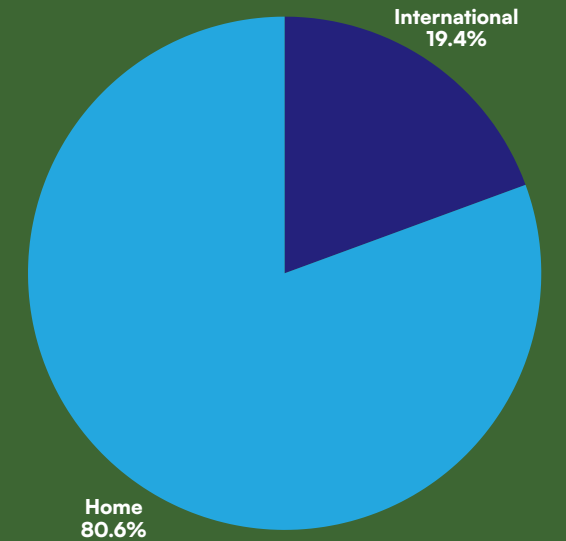


# AUDIENCE *insights*

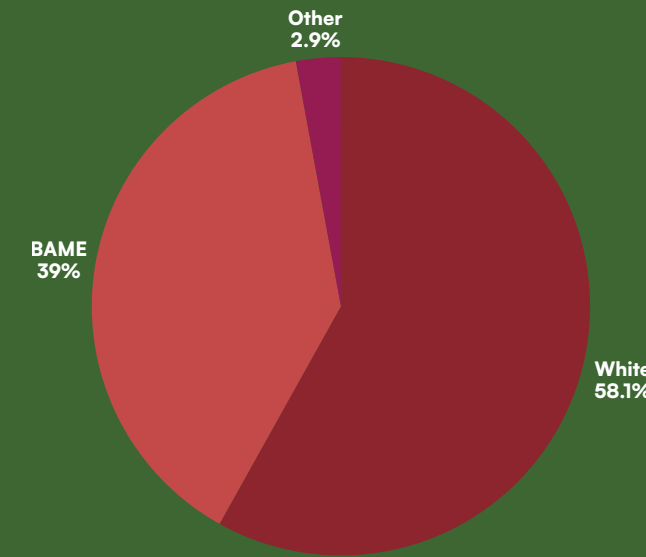
## LEVEL OF STUDY



## TYPE OF STUDENT



## ETHNICITY





# WELCOME *Fair*

Showcase Your Brand at UEA Students' Union Welcome Fair.

Be part of the buzz at UEA Students' Union's Welcome period this September and introduce your brand to a wave of new and returning students. Set on the Norwich campus, this is a prime moment to make a strong first impression with an engaged and curious audience.

With over 16,000 students attending the university and an expected footfall of more than 3,000 students on the day of the Welcome Fair, this is one of the busiest and most valuable moments in the student calendar.

It gives your brand direct access to students as they explore everything university life has to offer, from everyday essentials to exciting new experiences. Availability is limited, so get involved now and make your mark at UEA Students' Union.

**14th**  
September

**LCR**  
Union House,  
UEA SU

**10am - 3pm**

**3k**  
Students

# PRICING

CHARITY	LOCAL	STANDARD	PREMIUM
1 Day	1 Day	1 Day	1 Day
<b>£350</b>	<b>£500</b>	<b>£800</b>	<b>£1,200</b>

**PREMIUM PACKAGE**

**From £1,500**

This includes a space from 2.4m and Welcome advertising of your choice

MAKE YOUR  
marketing

# WELCOME WEEK *marketing*

## Wall Planner Advert

Keeping your brand visible all year round and embedded in their everyday planning.

**£500**

## Welcome Boxes

A branded placement in student welcome boxes, putting your brand directly into the hands of freshers.

**£400**

## Tote Bags

A branded tote bag placement that delivers your message into students' daily lives and seen on campus all year round.

**£500**

# DIGITAL

*ads*

WELCOME  
FAIR

ueaSU

Brought to you by  
IMPRINTed.

BEING WHERE YOU  
BELONG

## DIGITAL *screens*

6 Digital Screens

Benefits of a digital screen:

- Increased visibility
- Increased brand awareness
- Dynamic content
- Targeted to students
- Elevated engagement

**5K** FOOTFALL  
PER DAY

From  
**£450**  
per month

**£1,000**  
per term

1920 x 1080 px

Digital Screens (Landscape)

# WEB *square*

540 x 67 px  
website spec (PNG/JPEG/GIF)

## Benefits of a web square:

- 200,000 views per month
- 40,000 views per month for box office
- Trusted brand recognition
- Brand exposure

**200k**  
PAGE VISITS per month

**£500**  
per month

**£1,100**  
per term

**£750**  
during freshers

# E-NEWSLETTER

An e-newsletter advert is a promotional placement within an electronic newsletter. These newsletters often contain key information for students, with your advert and URL link included.

600 x 150px  
page spec (PNG/JPEG/GIF) + URL

## Benefits of a e-newsletter:

- Wide reach - Over 3k students
- 25% Open rate
- Measureable results
- Instant delivery

**£1,000**

## BOX OFFICE EMAIL\*

\*Please note, only certain brands are accepted by UEA SU.

80,000 Recipients  
25% Open Rate

SENT TO  
OVER

**80k**  
recipients

**£500**

## STUDENT EMAIL

3,000 Recipients  
50% Open Rate

# SOCIAL *media*

This is shared on UEA SU's Instagram Story. These stories are viewed daily by students and are used to highlight key events, offers, and opportunities, with your branding, messaging, and direct link included.

**£250**  
per story

**1080 x 1920 px**  
instagram story

**17k+**  
FOLLOWERS  
@UEA\_SU

 **OVER 2K VIEWS**  
average

**7k+**  
FOLLOWERS  
@UEASU\_EVENTS

**11k+**  
FOLLOWERS  
@ADRIANFLUXWATER  
FRONTNR1



# PHYSICAL *ads*

WELCOME  
FAIR

uea SU

NTed.

WELCOME  
FAIR

uea SU

Brought to you by  
IMPRINTed.

# POSTERS *page*

Boost your brand visibility by securing poster placements across high-footfall areas within the University of East Anglia Students' Union.

Strategically positioned in key student hotspots, including main walkways and social spaces, these poster sites ensure consistent exposure to thousands of students throughout the day. Whether students are heading to lectures, study spaces, or social events, your brand stays front of mind.

A4 (5x)

£50

full poster board

A3 (5x)

£130

in high traffic areas

A1 (5x)

£110

on x5 doors in high traffic areas for 4 weeks

from

£110

per month

A1

A2

A4

# PHYSICAL *ads*

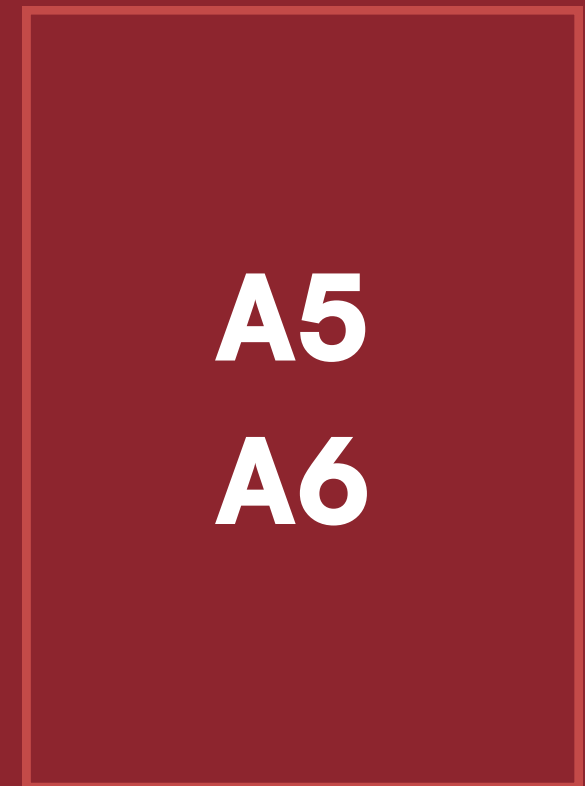


# LEAFLETS *page*

Increase your brand's reach with prominent poster advertising across busy, high-traffic locations within the University of East Anglia Students' Union.

Placed in prime student areas such as main corridors and popular social hubs, these sites deliver repeated daily exposure to thousands of students.

From study sessions to events and socialising, your message remains highly visible and consistently in view throughout the student journey.



A5

A6

**Static**

Flyers distributed across tables on campus

**£100**

**Staff distributed**

UEA SU Students Staff distributing your leaflets across campus

**£300**



# BRAND *activation*

## BRAND *activation*

Come and do a pop-up on campus and engage with our students in person. This is a great way to raise brand awareness and create mailing lists, generate lead, and build genuine connections.

A brand activation like this allows students to experience your brand firsthand - whether through product sampling, competitions, giveaways, or creative experiences - leading to stronger brand recall and positive associations that go beyond traditional advertising.

From  
**£500**

**3K**  
**FOOTFALL**  
**PER DAY**



# OTHER *opportunities*



## Derby Day

UEA SU Derby Day is one of the biggest student events in the university calendar, bringing together 4,000+ students across the day for a high-energy celebration of sport, student culture, and campus community as UEA take on Essex SU. Hosted in The Square at the heart of campus, the event features live music, bars, entertainment, and an electric atmosphere throughout the day and into the evening.

## Big Free Concert

UEA SU's Big Free Concert is one of the standout social events of the academic year, bringing together 3,000 students for a free live music experience in The Square at the heart of campus. Taking place in May, the event creates a vibrant festival-style atmosphere with live performances, entertainment, food and drink, and an exciting end-of-year celebration for students.

With students spending extended time at the event throughout the day and evening, sponsors can benefit from strong brand visibility, experiential activations, sampling opportunities, and meaningful face-to-face engagement within one of UEA's biggest student gatherings of the year.

## Night-time Events

UEA SU hosts a range of popular student club nights throughout the academic year, with Y2K v 2010's standing out as one of the biggest and most in-demand events on campus. Taking place 8-10 times per year, every event consistently sells out its 2,200 capacity, bringing together students for a high-energy multi-room experience centred around nostalgic throwback music and aesthetics from the 2000s and 2010s.

With themed décor, immersive entertainment, and 30% off drinks promotions running throughout the day and at the event itself, Y2K v 2010's creates a vibrant social atmosphere that strongly resonates with Gen Z students.

# TESTIMONIALS



Firstly really good event for us. We spoke to loads people. The first day was excellent, in part because we were next to stand dishing out free drinks and pizza.

It was really positive being outside as the weather was great.

Ultimately it was about getting more students to use our bikes and I felt the Freshers' Fair 100% helped us with this.



Very organised and supportive staffing which helped us create an engaging session for all students that visited our stall.

Guldip Shoker

# CONTACT *us*



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