



Imperial College Union 2020/21 Media Pack



Why advertise with us?

Imperial College London is unlike any other university in the country.

It's the only university in the UK focusing exclusively on science, engineering, medicine and business.

20,000 students **380+** Clubs, Societies & Projects

We're home to 20,000 students and over 380 Clubs, Societies & Projects, one of the largest selections in the country.

TOP 10 universities in the world

Imperial College London is consistently ranked among the top ten universities in the world.*

* Source: www.imperial.ac.uk/study/ug

Imperial attracts Undergraduates from more than 125 countries and has been ranked as the UK's most international university for the third year in a row by Times Higher Education.

UK's most international university

Imperial is home to the greatest concentration of high-impact research for any major UK university.*

High impact research

**For more information or to book, contact:
Glen Whitcroft, Sales & Sponsorship Manager
@ g.whitcroft@imperial.ac.uk**

* Source: www.imperial.ac.uk/study/ug





Welcome Week 2020

Welcome Fair - 6 October 2020 *

The Welcome Fair is one of the biggest events of the year and attracts over 10,000 students actively looking to engage with brands, organisations and groups that will shape their time at Imperial.

Activation Space

£POA – Please contact us to discuss your requirements.

Premium Stall*

£1,150 + VAT

Standard Stall*

£850 + VAT

Charity Stall

£450 + VAT

*Dates subject to change. In case of event cancellation due to Covid-19, a full refund will be issued.

**College Departments receive a 20% discount on Premium and Standard Stalls.

Other Welcome Opportunities

Student Handbook:

Full Page: £500 + VAT

Half Page: £300 + VAT

Artwork submission deadline: 30 June 2020

Welcome Homepage:

Web Square (4 weeks): £500 + VAT

Artwork submission deadline: 10 August 2020

Welcome Fair Map:

Advert: £350 + VAT

Artwork submission deadline: 30 September 2020

Felix Newspaper: Welcome Edition

Full page: £1,000 + VAT

Half page: £600 + VAT

Quarter page: £400 + VAT





Face to Face Advertising

What better way is there to connect with students, than to get face to face with them on our campuses? We have a variety of locations available which give you exclusive access to our students, to meet, discuss and interact.

Brand Activation

From £750 + VAT (per day)

Perfect for those looking to set up a custom stall and do something a little adventurous - host a smoothie stand, an inflatable game or anything else you can dream up!

Promo Stall

From £500 + VAT (per day)

A standard table set up available in high-traffic areas on campus. Bring your banners and materials and get to connecting!

Shop Till Screen Ads

£250 + VAT (per week)

Our tills have the ability to display advertising to customers alongside the active transactions. These tills complete an average of 1350 transactions per day, with up to 2600 transactions on our busiest days.

Digital Screens

£250 + VAT (per week)

Located in the Union Building in South Kensington and in Reynolds Bar at our Charing Cross Campus, our portrait-oriented digital screens operate as digital poster placements.

(Local businesses only - national advertisers, please contact us to discuss options.)

Table Vinyls

£200 + VAT per table (4 weeks)

We have tables in our four student bars which are an ideal way to reach students who are having lunch or enjoying a sociable drink with their friends.



Online Advertising

We speak to over 25,000 people on a weekly basis - and you can be included!

Ad in All Student Email

£750 + VAT

Sent bi-weekly (plus a few extras) to all current students, our distribution list boasts over 20,000 people, with an open rate that is double the industry average (approx. 50%).

Social Media Post

£75 + VAT per post, per channel

Imperial students are highly engaged online and our social media channels reflect that, with over 29,000 followers across all our channels. A post to one of our channels is a great cost-effective way to put your message out to our students.

Web Square

£250 (per week)

Our website is one of the most visited students' union websites in the country with over 21,000 unique users per month. Web banners are a great way to build your brand identity within Imperial, attract a bigger number of visitors to your website and increase interest in the products and services you offer.



Felix

Felix is the student newspaper of Imperial College London, and is a full colour, tabloid sized publication.

With editions published weekly (and an estimated readership of 7,000) during term and made available free-of-charge across our South Kensington, Charing Cross, Silwood and Hammersmith Campuses - as well as at www.felixonline.co.uk, advertising in Felix is a great way to get your message out to students and staff.

Advert Size	External Rate*	Union/ CSPs Rate**	Artwork Size (in mm)
Full Back Page	£750	£120	340h x 265w
Standard Full Page	£600		
Half (1/2) Page	£300	£65	Horizontal 170h x 265w Vertical 340h x 132.5w
Third (1/3) Page	£225	£45	Large Banner 113h x 265w Side Bar 340h x 87.5w Square 170h x 177.5w
Quarter (1/4) Page	£175	£35	Portrait 170h x 132.5w Small Banner 85h x 265w

Sponsorship Opportunities

Throughout the year we have lots of events and initiatives designed to enhance and celebrate the student experience at Imperial. There's lots of opportunities to get involved:

Welcome Week (September/October)

Join us in celebrating and kicking off the new academic year at Imperial College London. It's the perfect time to introduce your brand to new students and get reacquainted with those returning. We have endless opportunities to engage with students from the very start!

Student Choice Awards (June)

The aim of the awards is to promote excellence across the entire Imperial community in the areas of learning and teaching, student support, and the student experience. There are opportunities for overall sponsorship and individual award sponsorship.

Summer Ball (June)

One of the biggest events of the year, Summer Ball attracts around 1700 students with tickets sold out every year. Talk to us for sponsorship opportunities.



