

Media

Pack

2011 2012



For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Welcome

Why advertise with us?



The University of East Anglia (UEA) is an internationally recognised university, renowned for its top quality academic, social and cultural aspects.

It is ranked amongst the top ten for student satisfaction, and is placed 27th out of 113 in the UK in the Times Good University Guide, and 68th in the whole of Europe.

With an annual intake of approximately 3,500 students, the UEA is conveniently located in 320 acres of parkland just two miles from the city centre of Norwich.

The Union of UEA Students provides the perfect advertising opportunity for you and your business to reach the large and highly lucrative student population.

⇒ Nearly 15,000 students - over 11,000 undergraduates and 2,500 postgraduates.

⇒ Over 2,000 non UK students from more than 100 countries worldwide.

⇒ The student population at UEA is 59% female, 31% male.

⇒ Alumni include Booker Prize-winning authors Ian McEwan and Kazuo Ishiguro, Radio 1 DJ Greg James and current Doctor Who Matt Smith, and explorer Benedict Allen.

⇒ Over 300 courses offered by over 23 Schools of Study.

⇒ Home to the INTO building, opened in 2008 - a brand new multi-million pound centre catering specifically for international students.

⇒ Also has a base in London – UEA London, newly opened in 2011.

UEA Students Contribute over £170,000,000 to the local economy.

Before agreeing to advertise with us please ensure you have read and understand the Advertising Regulations (found at the back of this pack). Failure to comply with these regulations may lead to your advert being refused.

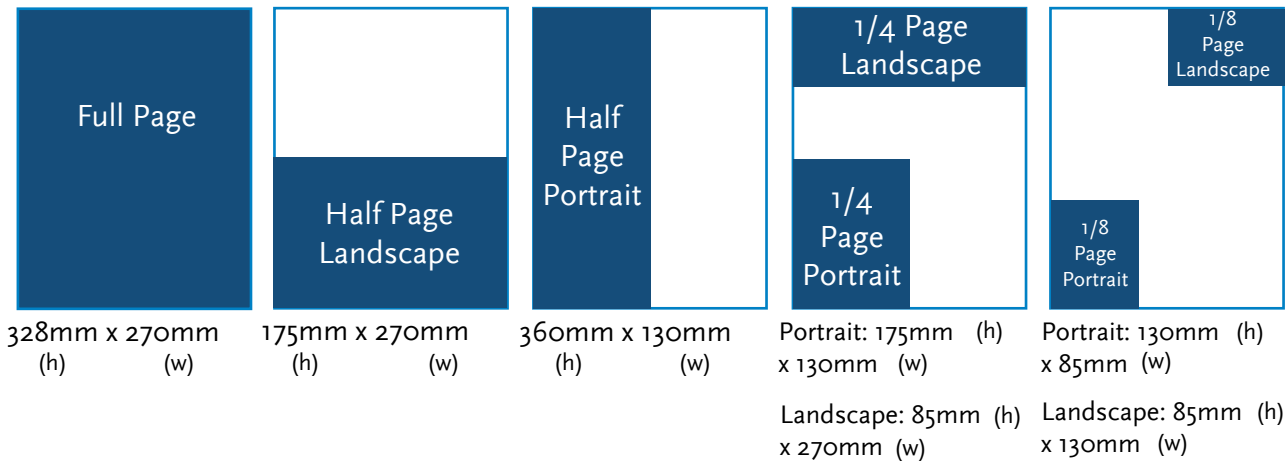
For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ



Advertising with Concrete allows you to reach the highly profitable student market at UEA. Our tabloid-sized newspaper has a print run of 5,000 and reaches an extensive audience of students and staff on campus. It is also distributed to locations across Norwich city centre. With a flexible range of options and an in-house design team, whatever your campaign Concrete can offer a package to fit.

- We can offer discounts on multiple bookings
- We can accept artwork on CD or via email to union.advertising@uea.ac.uk
- Our preferred file format is PDF
Images should be in CMYK colour and with a resolution of 300 dpi

Advertisement Sizes



Issue Dates 2011/12

- Issue 5 - Tuesday 22nd November
- Issue 6 - Tuesday 6th December
- Issue 7 - Tuesday 17th January
- Issue 8 - Tuesday 31st January
- Issue 9 - Tuesday 14th February
- Issue 10 - Tuesday 28th February
- Issue 11 - Tuesday 13th March
- Issue 12 - Tuesday 27th March
- Issue 13 - Tuesday 1st May

Issue dates may be subject to change in view of special events.

Adverts need to be booked by the Monday before the deadline, and artwork needs to be in by the Thursday before.

Prices

Full Page	£400
Half Page	£259
Quarter Page	£137
Eighth Page	£79
Leaflet inserts can be booked at	£85 per 1000

All rates are plus VAT

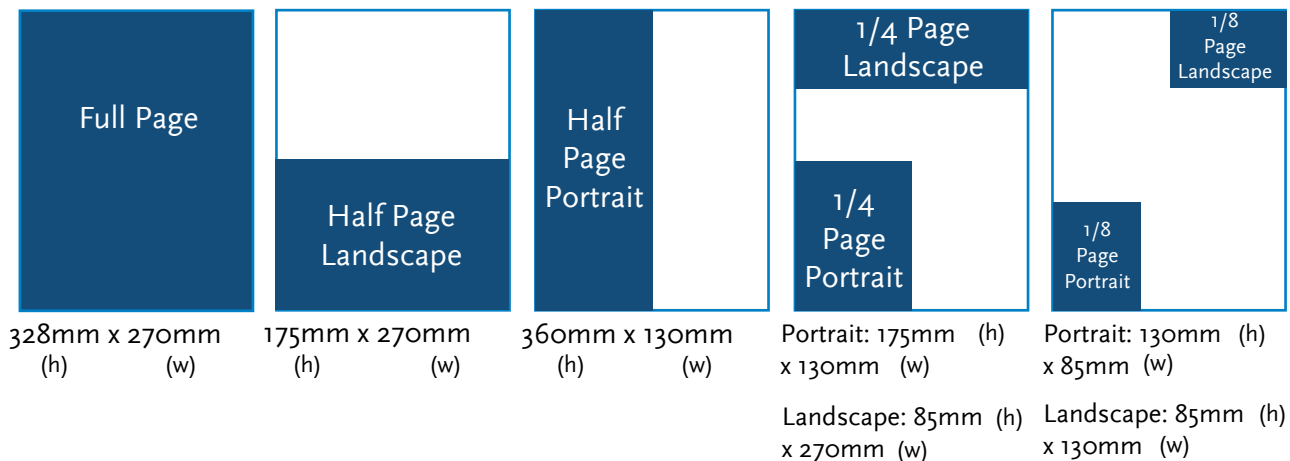
For all advertising opportunities contact Fran Poole, Retail Services Manager
 Email: union.advertising@uea.ac.uk | Tel: 01603 592510
 Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ



Advertising with Concrete allows you to reach the highly profitable student market at UEA. Our tabloid-sized newspaper has a print run of 5,000 and reaches an extensive audience of students and staff on campus. It is also distributed to locations across Norwich city centre. With a flexible range of options and an in-house design team, whatever your campaign Concrete can offer a package to fit.

- We can offer discounts on multiple bookings
- We can accept artwork on CD or via email to union.advertising@uea.ac.uk
- Our preferred file format is PDF Images should be in CMYK colour and with a resolution of 300 dpi

Advertisement Sizes



Issue Dates 2011/12

- Issue 5 - Tuesday 22nd November
- Issue 6 - Tuesday 6th December
- Issue 7 - Tuesday 17th January
- Issue 8 - Tuesday 31st January
- Issue 9 - Tuesday 14th February
- Issue 10 - Tuesday 28th February
- Issue 11 - Tuesday 13th March
- Issue 12 - Tuesday 27th March
- Issue 13 - Tuesday 1st May

Issue dates may be subject to change in view of special events.

Adverts need to be booked by the Monday before the deadline, and artwork needs to be in by the Thursday before.

Prices

Full Page	£800
Half Page	£555
Quarter Page	£300
Eighth Page	£205

Leaflet inserts can be booked at £105w per 1000
All rates are plus VAT

For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Stalls and Stands

Promotional stands can be hired internally in the "Hive" coffee bar area, which is the main thoroughfare of Union House, the Student Union block which houses not only a busy coffee bar but also reception.

Stands can also be placed externally outside Union House in The Street, another busy walkthrough and meeting area ideal for larger promotions, marquees and competitions.



Prices

	Inside (Hive)	Outside	Marquee
National businesses/ Organisations	£185 + VAT	£160 + VAT	£250 + VAT
Local businesses/ Organisations	£80 + VAT	£60 + VAT	£120 + VAT
Local Traders	£40 + VAT	£30 + VAT	

Payment by cheque or BACS transfer | Discounts available for multiple bookings



Bookings

- Bookings should be made and paid for at least one week in advance of date when stand is required.
- Promotional material cannot be stored overnight, therefore delivery must be made the same day as promotion.
- All stalls and stands must adhere to the Advertising Regulations

For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Welcome Fair

A welcome to all our new students

What is it?

Welcome Fair is an annual event held in the LCR at the University of East Anglia. Attended by thousands of students, it is an excellent way to introduce you and your business to the new year's intake.

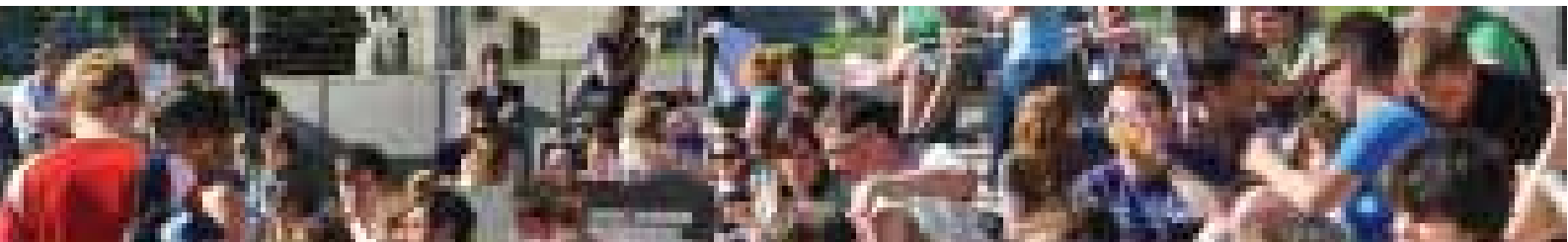
Booking a stand at the Welcome Fair will allow you to meet and greet the new students, and give you the opportunity to offer discounts or promotions.

When is it?

Monday 24th September 2012
11am - 3pm (set up from 9am)

Where is it?

The LCR
Union House, University of East Anglia, Norwich, NR4 7TJ



- All Welcome Fair bookings are subject to availability. All stands must be booked by 24th August 2012 and prepaid by 7th September 2012.
- If your stand is to include audio equipment, the volume is to be kept at a reasonable level and is the stall holder's responsibility.
- All stalls and stands must adhere to the Advertising Regulations

Prices

Tariff A

National businesses/
Organisations £590 +VAT

Tariff B

Local businesses/
Organisations £300 +VAT

For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Christmas Market

What is it?

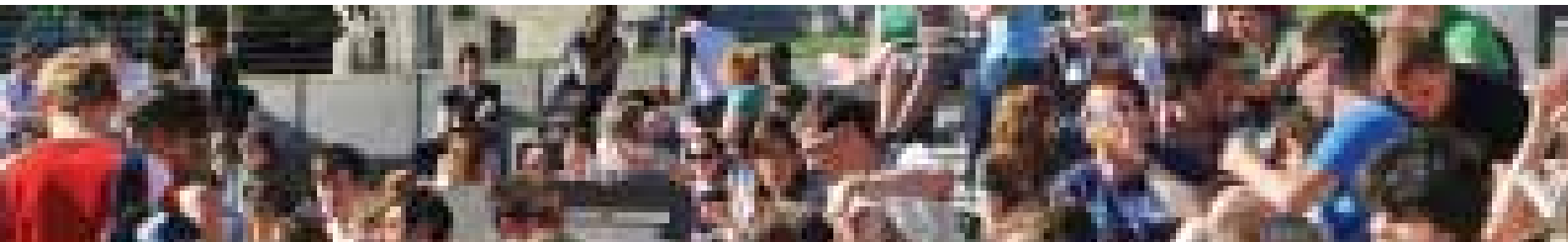
The Christmas Market is an annual event held in the LCR at the University of East Anglia. Attended by hundreds of students and staff, it is an excellent way to get everybody in the Christmas spirit. Booking a stand at the Christmas Market will allow you to meet and greet lots of students, and give you the opportunity to sell Christmas produce and Christmas presents.

When is it?

Tuesday 29th November 2011
11am - 3pm (set up from 9am)

Where is it?

The LCR
Union House, University of East Anglia, Norwich, NR4 7TJ



- All Christmas Market bookings are subject to availability. All stands must be booked by 22nd November 2011 and prepaid by the same date.
- If your stand is to include audio equipment, the volume is to be kept at a reasonable level and is the stall holder's responsibility.

Prices

Tariff A

National businesses/
Organisations £100 +VAT

Tariff B

Local commercial
businesses £50 +VAT

Local traders £30 +VAT

For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Posters

Advertise to students on campus

We have 51 poster sites available both internally and externally in Union House at the heart of the campus.

Posters are displayed in Perspex fronted, lockable poster boards in which multiple posters can be displayed.



Prices

A4	£7 each per week +VAT	Minimum 10
A3	£14 each per week +VAT	Minimum 5
Full Frame (737mm(w) x 991 (h))	£26 each per week +VAT	



Bookings

- Bookings should be made at least one week in advance of the date required.
- Posters are placed in the display boards on Mondays and Fridays

For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ



- The one place that contains all the information students need
- Average of 10,300 visitors per month all year round and 12,700 per month during semester time.
- A chance to have your advert on every page.

ueastudent.com is the Union's main website and contains all of our information in one place.

It is used to find out opening times for our shops; the latest offers and discounts; news about campaigns and representation; it runs polls; offers the opportunity to sign up to a sports club or society; shows job vacancies; has space for comments and feedback; lists all events going on including free events, gigs, club nights and club and society socials.

The adverts on this website are seen on every single page.

Prices

£1000 per 12 weeks

Dimensions of banner 468 x 60 pixels

File can be supplied as gif, jpeg or png but should not be flash.

For all advertising opportunities contact Fran Poole, Retail Services Manager
Email: union.advertising@uea.ac.uk | Tel: 01603 592510
Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ



- 4,848 visits per month
- Over 10,000 page views per month
- Winner of 'Best Nightclub' and 'Best DJ' in the Evening News Going Out Awards.
- Best Bar None regional winners.
- Your advert on every page with a run of site click through banner from just £100 per month - or £250 for 3!

Background Info...

The Waterfront is a live music venue and nightclub with 700 capacity for gigs and 900 for club nights. Run by the Union of UEA Students' and situated on King Street in Norwich this is the LCR's sister venue. However this is not a student club and entrance is open to anybody.

The venue provides a more intimate setting to see live bands as well as hosting regular club nights such as 80's Night, Meltdown and Non-Stop 90's making this an ever popular venue for students, local residents and bands alike. The Waterfront is also very proud to have won 'Best Nightclub' and 'Best DJ' at the Evening News Going Out Awards as well as being the regional winner of the Best Bar None Awards.

Unlike the LCR the Waterfront runs a full program of gigs all year round and with recent sell out gigs from Athlete, The Maccabees, Jack Peñate and La Roux the popularity of this established venue just continues to increase.

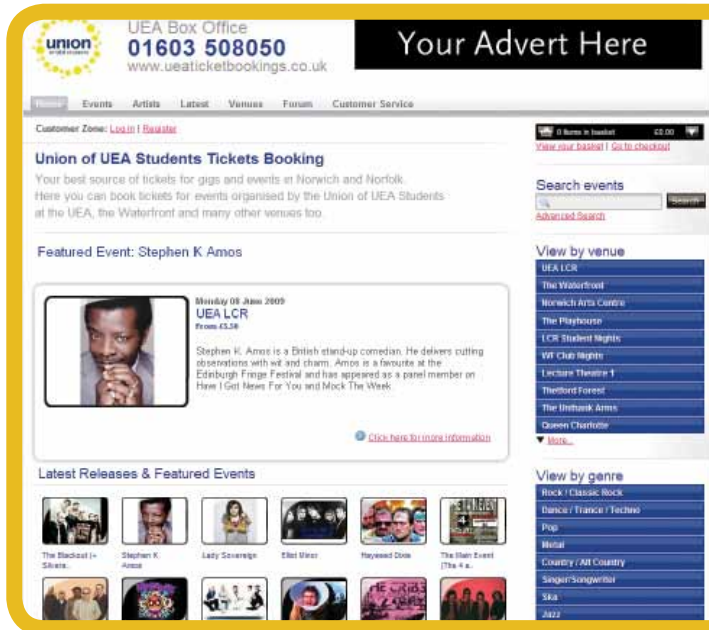
- Dimensions of banner 120 x 600px
- File can be supplied as gif, jpeg or png and can be animated or flash.

Prices

Banner advert on waterfrontnorwich.com can only be purchased if an advert on ueaticketbookings.com is purchased. See next page for pricing details.

Ticketbookings

www.ueaticketbookings.co.uk - Local Rates



The screenshot shows the website's interface with a 'Your Advert Here' banner at the top. Below the banner, there's a navigation menu with 'Events', 'Artists', 'Latest', 'Venues', 'Forum', and 'Customer Service'. The main content area features a 'Featured Event' for Stephen K Amos on Monday 08 June 2009 at UEA LCR. The event description states: 'Stephen K. Amos is a British stand-up comedian. He delivers cutting observations with wit and charm. Amos is a favourite at the Edinburgh Fringe Festival and has appeared as a panel member on Have I Got News For You and Mock The Week.' There are also sections for 'Latest Releases & Featured Events' and 'View by genre'.

- The one stop shop to gigs and events across Norwich & Norfolk
- Over 76,000 visits per month
- Average of 2746 transactions per month
- Over 65,000 registered customers.
- Click through banners at a price package to suit you starting from £100.

Background Info...

Re-launched with it's smart new look in 2008 ueaticketbookings is our one stop shop for gigs and events in Norwich and Norfolk. With over 76,000 visits between 18th April & 18th May 2009 and completing an average of 2746 transactions per month, a banner advert on www.ueaticktbookings.co.uk will give your organisation the opportunity to reach huge numbers of people at a special price for local businesses to suit you.

In addition to selling tickets for our very own 'LCR' (which holds up to 2000 people and performs the dual role of a student club and the premier public venue for live bands in the region) and it's sister venue 'The Waterfront' (based in Norwich City Centre), 'ueaticketbookings' also sells over 10,000 tickets a year for the University's Literary Festivals, and takes bookings for Norwich Arts Centre, The Playhouse and The Puppet Theatre as well as a number of other venues on an ad hoc basis. In festival season it also sell tickets for Thefford Forest gigs, Latitude Festival and Norwich City Council's Sparks in the Park.

With the LCR and Waterfront hosting numerous sell out gigs (most recently from Coldplay, Ed Sheeran, Paolo Ntini, Lily Allen, Chase and Status and Kaiser Chiefs), it's not suprising that over 65,000 people have registered with us and many save ueaticketbookings as a 'favourite'.

In addition, to the estimated 60,000 customers each term to our Club Nights which are targeted at (but not exclusive to) the student audience, we see many loyal repeat customers as well as plenty of new visitors and customers.

- Dimensions of banner 468px x 60px
- File can be supplied as gif, jpeg or png and can be animated but not flash.

Prices

Click through banner advert on ticketbookings
1 month - £100 +VAT
3 months - £250 +VAT

For all advertising opportunities contact Fran Poole, Retail Services Manager

Email: union.advertising@uea.ac.uk | Tel: 01603 592510

Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Ticketbookings

www.ueaticketbookings.co.uk - National Rates

The screenshot shows the website's interface. At the top left is the 'union' logo and contact information: 'UEA Box Office 01603 508050 www.ueaticketbookings.co.uk'. A large black banner with white text says 'Your Advert Here'. Below this is a navigation menu with 'Events', 'Artists', 'Latest', 'Venues', 'Forum', and 'Customer Service'. The main content area features a 'Featured Event' for Stephen K Amos on Monday 08 June 2009 at UEA LCR. It includes a photo of Amos and a description: 'Stephen K. Amos is a British stand-up comedian. He delivers cutting observations with wit and charm. Amos is a favourite at the Edinburgh Fringe Festival and has appeared as a panel member on Here I Go! Name For You and Mock The Week.' Below this is a 'Latest Releases & Featured Events' section with a grid of event thumbnails. On the right side, there are search and filter options, including 'Search events', 'View by venue' (listing UEA LCR, The Waterfront, Norwich Arts Centre, etc.), and 'View by genre' (listing Rock, Classic Rock, etc.).

- The one stop shop to gigs and events across Norwich & Norfolk
- Over 76,000 visits per month
- Average of 2746 transactions per month
- Over 65,000 registered customers.
- Click through banners at a price package to suit you starting from £100.

Background Info...

Re-launched with it's smart new look in 2008 'ueaticketbookings' website is our one stop shop for gigs and events in Norwich and Norfolk. With over 76,000 visits between 18th April & 18th May 2009 and completing an average of 2746 transactions per month, a banner advert on www.ueaticktbookings.co.uk will give your organisation the opportunity to reach huge numbers of people at a price package to suit you.

In addition to selling tickets for our very own 'LCR' (which holds up to 2000 people and performs the dual role of a student club and the premier public venue for live bands in the region) and it's sister venue 'The Waterfront' (based in Norwich City Centre), 'ueaticketbookings' also sells over 10, 000 tickets a year for the University's Literary Festivals, and takes bookings for Norwich Arts Centre, The Playhouse and The Puppet Theatre as well as a number of other venues on an ad hoc basis. In festival season it also sell tickets for Thetford Forest gigs, Latitude Festival and Norwich City Council's Sparks in the Park.

With the LCR and Waterfront hosting numerous sell out gigs (most recently from Coldplay, Ed Sheeran, Paolo Ntini, Lily Allen, Chase and Status and Kaiser Chiefs), it's not suprising that over 65,000 people have registered with us and many save ueaticketbookings as a 'favourite'.

In addition, to the estimated 60,000 customers each term to our Club Nights which are targeted at (but not exclusive to) the student audience, we see many loyal repeat customers as well as plenty of new visitors and customers.

- Dimensions of banner 468px x 60px
- File can be supplied as gif, jpeg or png and can be animated but not flash.

Prices

Click through banner advert on ticketbookings
1 month - £200 +VAT
3 months - £500 +VAT
6 months - £900 +VAT

For all advertising opportunities contact Fran Poole, Retail Services Manager

Email: union.advertising@uea.ac.uk | Tel: 01603 592510

Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Handbook

Diary

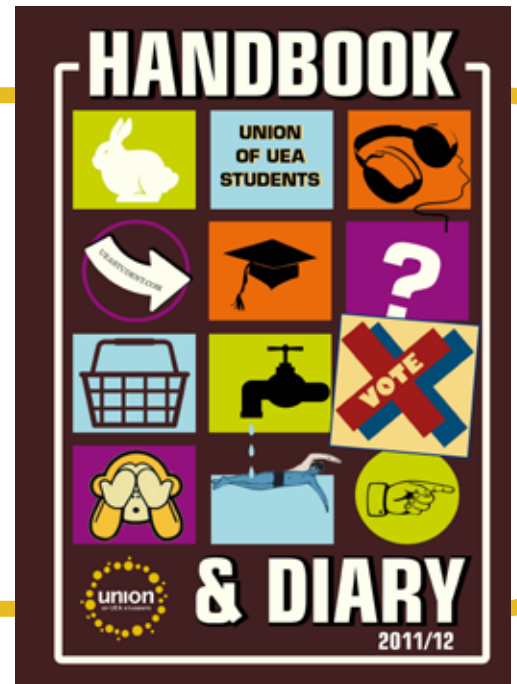
Send your Ad to all new students!

What is it?

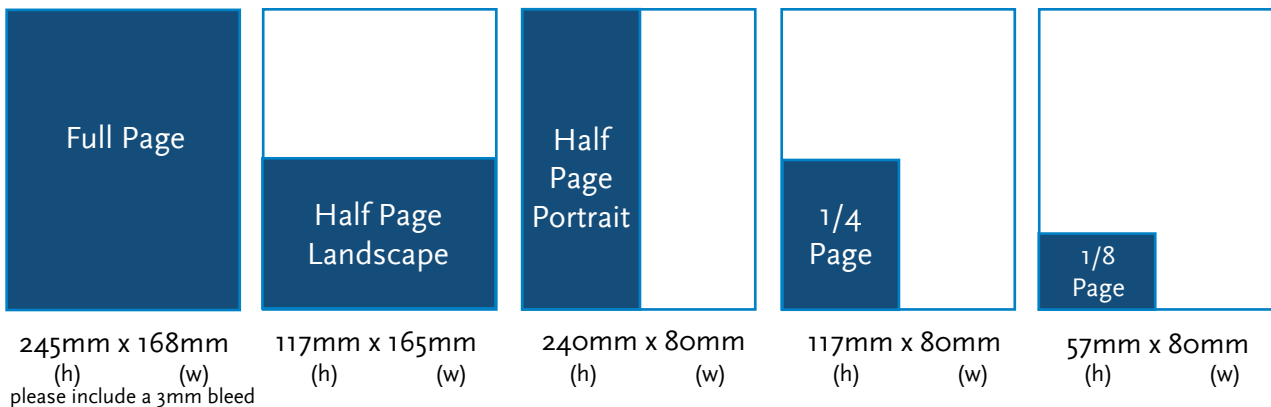
The official Union of UEA Students Handbook and Diary is an annual publication made by the students, for the students. Every new student receives a copy of the Handbook and Diary in the post a month before they arrive in Norwich, giving them chance to learn about the University and the surrounding area.

This is an excellent opportunity to introduce your business to the 3,000 plus new students arriving each September.

With a 10,000 copy print run and now published in an easily portable size with a Diary for use all year round, the Handbook is printed on 100% environmentally friendly paper.



Advert Sizes



Also PLEASE NOTE: should you wish to book the inside front or the back cover, the size may differ. Please confirm when booking.

Prices

Full Page	£1,700 +VAT
Half Page	£875 +VAT
Quarter Page	£418 +VAT
Eighth Page	£295 +VAT
Back Cover	£3,800 +VAT
Inside Back Cover	£2,250 +VAT
Inside Front Cover	£2,750 +VAT

- We can accept artwork on CD or via email
- Our preferred file format is PDF
Images should be in CMYK colour
- Leaflet inserts (single sheet only) available at £175 per 1000 (plus VAT) - Size B5

Booking deadline TBC - usually by June 2012

For all advertising opportunities contact Fran Poole, Retail Services Manager

Email: union.advertising@uea.ac.uk | Tel: 01603 592510

Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Advertising Regulations

Before agreeing to advertise with us please ensure you have read and understand the Advertising Regulations. Failure to comply with these regulations may lead to your advert being refused or pulled from publication

Initially passed by Management Committee: 3rd November 2009

Updated: 11th May 2010

Introduction

Since the agreement to allow advertising on ueastudent.com, the Communications Officer and Finance Officer have met with Rachel Cubitt and Jean Wills to come up with a sensible set of regulations. These regulations have been created to:

- ensure that the website advertising is managed effectively, with a clear decision-making process in cases where we might not want to accept advertising; and
- make sure that advertising restrictions across all mediums (Concrete, Handbook, posters, website) are compatible, maximise income and make sense to outsiders.

Who is not allowed to advertise with us?

- Nestlé
- Any free media outlets that could compete with our media societies for advertising.

Rules for bars/nightclubs/live music venues that compete with us

Any bars/nightclubs/live music venues that compete with us cannot have financial arrangements with our clubs, societies and peer support groups without the permission of the Management Committee. Clubs, societies and peer support groups are allowed to advertise their socials in these venues, but are not allowed to undertake other advertising activity for these establishments for money. These bars/nightclubs/live music venues are also not allowed to attend Freshers' Fair and arrivals.

These companies can advertise in Concrete, the Directory, the Handbook, with posters and on the website. This is on the strict proviso that they don't promote themselves on the basis of drinks pricing, or by using demeaning images of people.

Rules for housing agencies and landlords

Private landlords can only advertise through our Home Run service. Housing agencies are allowed to advertise in Concrete, the Directory and the Handbook but Home Run adverts need to be placed next to such adverts in any issue that includes housing agency advertising.

The factual content of all housing agency adverts must be checked with the Student Support Services Manager before being printed.

For all advertising opportunities contact Fran Poole, Retail Services Manager

Email: union.advertising@uea.ac.uk | Tel: 01603 592510

Union of UEA Students, Union House, UEA, Norwich, NR4 7TJ

Housing agencies, except for Home Run landlords, cannot advertise on the website.

Housing agencies can advertise with posters, but Home Run posters need to be placed next to any housing agency posters.

Interpretation

In the case of a disagreement about whether an advert should be allowed or not, a decision can be taken by an Advertising Sub-Committee. The membership of this sub-committee shall be:

Communications Officer
Finance Officer
Advertising Sales Person
Marketing Assistant

In the case of a disagreement in this body, either of the two officers may refer a decision to the Management Committee.