



YUSU MEDIA OPPORTUNITIES:

ONLINE ADVERTISING

Despite classes and assessments moving online for students, YUSU still maintains excellent channels of communication with a student body of over 21,000 students. If you're looking for a way for your business or charity to communicate with a dynamic audience take a look at our digital options. In this turbulent period our online communications are receiving higher levels of engagement as we keep the student body up to speed with all the latest developments around their studies, rent and other issues.

Email newsletter written content – £300

Our weekly emails are sent to our entire student body. Our newsletter covers five important issues, each comprising an image and roughly 80 words of copy, which can contain links to fuller articles, job applications or products.

Image advert email newsletter – £200

Place an image ad in our weekly email.

Social Media Posts – £50 each, 4 for £150

Facebook 19,300 likes, 20,000 followers. Twitter 13,000 followers. Instagram 5,500 followers. Reach our followers across all our social channels. This is an excellent way to communicate changes in your service or offer students temporary employment.

Web Banner £200 a month / £400 a term (10 weeks) / £1,000 a year.

Put your ad at the centre of the YUSU website. Make the most of the increased web traffic we are receiving to advertise to our members.

All prices are exclusive of VAT.