



ADVERTISING OPPORTUNITIES

Heriot-Watt Freshers Week

Every year 2,500 new students come to Heriot-Watt campus in Edinburgh and 250 to the Scottish Borders Campus. The vast majority of them are from outside Edinburgh, many from overseas. Over 80% are in the 18 to 24 age group.

Heriot-Watt University Students Association offers a number of unique opportunities to get your message directly to these students during their first few days of student life.

The Association gets its message across through the media listed in this pack. So can you!

Freshers' Fayre

Wednesday 9th September 2009
12noon - 4pm

Each year the Students Association holds a Freshers' Fayre during its Freshers' Week. The Fayre is an ideal opportunity for the many Students Association clubs and societies to recruit new members from the yearly intake of approximately 2500 students. It could also offer you the same opportunity to promote your service/product or to raise your company profile.

If you are interested in reserving a stall at this year's Fayre please complete this form and return it as soon as possible. There is always a great interest in this event and applications will be taken on a first-come, first-served basis.

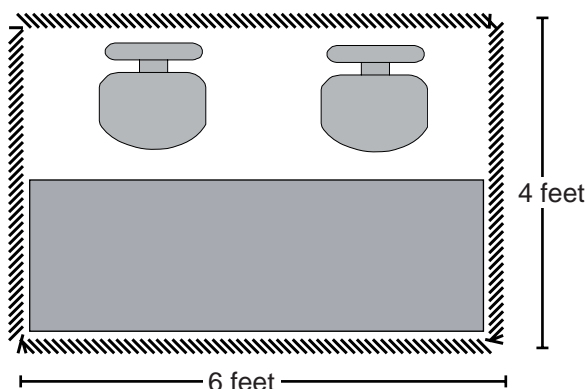
Stand Description

The prices quoted below are for a location 6' x 4' and no larger. Your stand will include 1 table (6' x 2'3") and 2 chairs.

Access to power sockets is available if required (extra cost will be charged).

If you are bringing a stand backdrop / banners / pull-up banners etc please ensure your entire stand will fit within your designated 6' x 4' area. Please contact us if you require more space.

Stand Plan



Cost of Stall	Price
Company / Organisation	£400
Registered Charity	£75
Access to Power Socket	£50

Stalls are exempt from VAT

For more information...

Margaret Caithness Administration Manager

Heriot-Watt University Students Association • The Union, Riccarton, Edinburgh, EH14 4AS • Charity SC011949
t: 0131 451 5333 f: 0131 451 5344 e: M.Caithness@hw.ac.uk

Freshers' Mailing

Inserts should reach us no later than
Friday 7th August 2009

Home Mailing

As the mailing to all new students is directed to their home address, this also affords you the opportunity to target the parents/guardians, as well as the new students themselves. This mailing goes out in the middle of August and includes the Students Association Handbook and information about Freshers' Week. Information in the mailing is of vital interest to new students and is read conscientiously.

The price quoted below is to include 1 leaflet in our outgoing mailing. Please contact us for prices for larger / multiple items.

3000 copies of the insert should reach us no later than Friday 7th August 2009. Where possible, please include a sample copy / description of the insert with your completed booking form and payment.

HWUSA reserves the right to refuse any advertisements.



Fresher
TOWN

Heriot-Watt
Freshers
Week

Description	Price Each
1 x Freshers' Mailing Insert	£500

All prices are subject to VAT

For more information...

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Freshers' Welcome Pack

The Freshers' Welcome Pack is placed in every room in Residences. There are approx 2000 rooms between the Edinburgh and Scottish Borders Campuses. The packs are put in the rooms in time for the arrival of students for the 2009 first semester. The majority of students on campus are first years but there are other years as well.

Price below includes inclusion of 1 leaflet / other written materials. We are keen to include product samples in the mailing - these would be distributed at a minimum cost. For product samples / larger items please contact us for pricing.

2000 copies of the insert should reach us no later than Monday 24th August 2009. Where possible, please include a sample copy / description of the insert with your completed booking form and payment.

Discounts are available for multiple inserts. Please contact us for more information.

HWUSA reserves the right to refuse any advertisements.

Description	Price Each
1 x Freshers' Welcome Pack Insert	£200

Discounts are available for multiple inserts. Please contact us for more information.

All prices are subject to VAT

For more information...

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Other Opportunities

As well as the specific Freshers' Week opportunities outlined in this pack, we offer a variety of marketing options all year round. Visit www.HWUSA.org/advertising to download our Advertising Opportunities Pack or contact us for more information.

Website Advert

Your website advert appears in our dedicated Adverts column on every page of the website. Adverts can be static or animated and can link to your company website / offers page. Web Adverts are one of the easiest (and cheapest!) methods of conveying your latest message / offers to the students of Heriot-Watt. From £100.

Poster / Flyer Distribution

With over 1,700 students staying at the Edinburgh campus, we have an amazing captured market with which to distribute your posters / flyers. Placed in high foot-fall areas around the Halls of Residences you can be sure to have a massive impact on the students of Heriot-Watt.

Your flyers and posters will be distributed around halls of residences once, by our highly professional PR Team. From £80.

Plasma Screen Advert

Plasma screens are the newest and most favourable way of targeting students both during the day and in the evening. Situated in bars, they connect with students instantly allowing a variety of content to be displayed like an electronic poster board. From £75.

Freshers Helper Garment Sponsorship

To be worn by Student Helpers based at the Edinburgh and Scottish Borders Campuses. These high profile students act as guides, mentors and friends to new students and are very much a focus of attention.

Your company logo on the back of 60 t-shirts +
Your company logo on the back of 60 sweatshirts

Contact **Keith Easton, Venue & Commercial Manager**
K.Easton@hw.ac.uk • 0131 451 5333

Website News Article

News articles are a fantastic way to get more information across than using a simple square advert. Allowing you to include a range of multimedia content, you can whet your market's appetite before directing them to your own website / portal.

News Article headlines appear in our 'Latest News' section on the homepage, one of the most visited areas of our entire site. Articles have no guaranteed life-span on the homepage as we only show the latest 5 articles at any one time (new articles usually last 4 or 5 days) – this gives you a fantastic, cheap solution to get your message across quickly and efficiently over a short time-scale. From £50.

Stall / Stand

We have several locations available for promotional stalls / stands both within The Union building and the University. Prices range from £200 per day.

For more information...

Jamie Nutter Events Manager

Heriot-Watt University Students Association • The Union, Riccarton, Edinburgh, EH14 4AS • Charity SC011949
t: 0131 451 5333 f: 0131 451 5344 e: J.Nutter@hw.ac.uk

Freshers' Week Order Form

Contact Name: _____
Position: _____
Company / Organisation: _____
Telephone: _____
Email: _____

Contact Address:
Address: _____

Postcode: _____

Invoice Address (if different):
Address: _____

Postcode: _____

Official Purchase Order No: _____ I include samples / description of items to be distributed:

Media		Qty	Price Each	Total
Freshers' Fayre <i>(Deadline: Friday 7th August 2009)</i>	Company / Organisation Stand		£400	£
	Registered Charity Stand		£75	£
	Access to Power Socket		£50	£
Freshers' Mailing <i>(Deadline: Friday 7th August 2009)</i>	1 x Freshers' Mailing Insert		£500	£
Freshers' Welcome Pack <i>(Deadline: Monday 25th August 2009)</i>	1 x Freshers Welcome Pack Insert		£200	£
All prices are subject to VAT				
			Total:	£

Please sign and date below that the information given is correct. Please return the form to us either by email or fax (along with your official company purchase form if possible). Where possible, please include a copy of materials to be distributed for reference.

Signature: _____ Date: ____ / ____ / ____

Please return completed form to...

Margaret Caithness Administration Manager

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