



Liverpool
Guild of
Students

Media Pack

2023



Introduction

We're Liverpool Guild of Students, the Students' Union for University of Liverpool – the original red brick university.

Sitting at the heart of campus, and in the vibrant city of Liverpool, we offer the perfect opportunities for you reach over 28,000 students!

Whether you're a local start-up or national highflyer, we have a range of media opportunities to suit your campaign and budget.

We are on hand to help bring your brand to the forefront of our dynamic student market.



Contact



Media Campaign Manager: Laura Johnson



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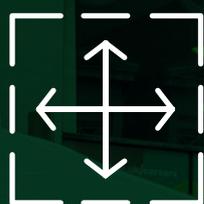


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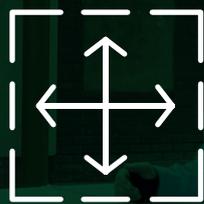
Face to Face

Activations

Our lively building sits at the heart of campus and sees an average of 6k students a day during term time; enjoying our Starbucks, bar, shop, food court and society and study spaces.



2mx2m
£600.00



University Square
10mx10m
From £1500

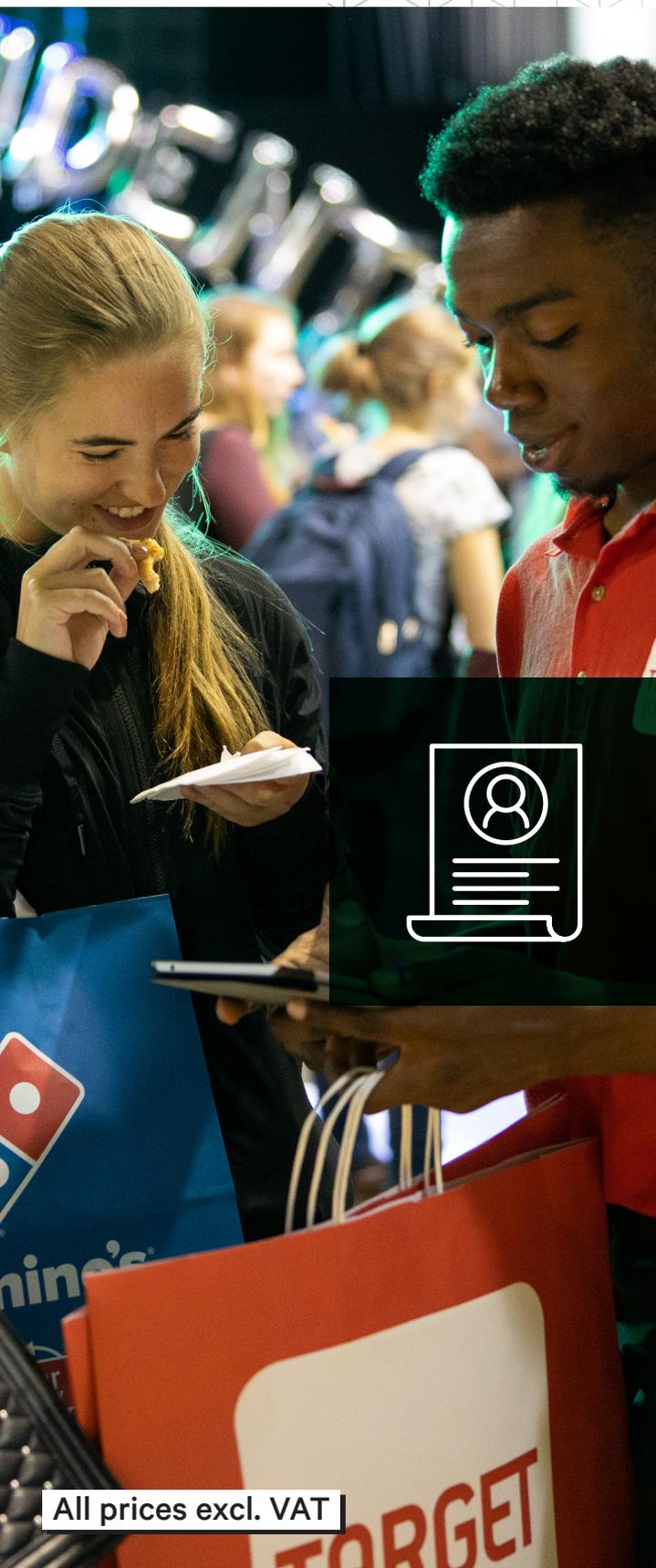


Guild Walk
5mx3m
From £1500

All prices excl. VAT

Face to Face

Flyers



Want to raise awareness of your brand?
Or looking to capture audience data?
Flyering opportunities are your chance
to start conversations with a captive
audience, in a meaningful way. Includes
2x permits to distribute flyers around
inside and outside the Guild building.



Self Staffed

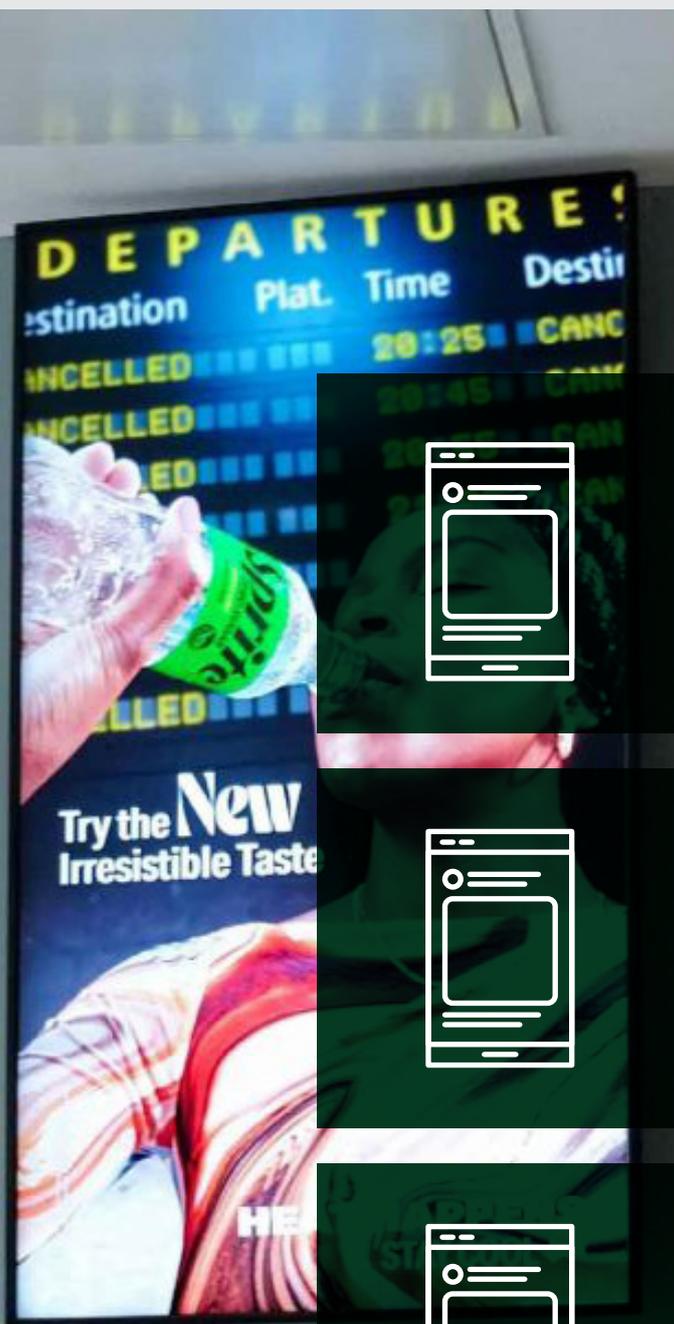
£300

All prices excl. VAT

Display Advertising

Digital Screens

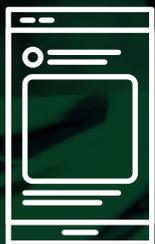
Want to make a lasting impression? Our digital screens allow you to bring your campaign to life with the option of static or motion image artwork. Our network of 10 screens are situated in prime locations across our building, attracting a high footfall and providing the perfect way to reach the student market offline.



September

Per screen, Per week

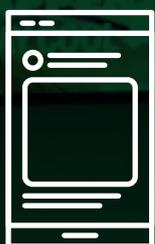
£150



October

Per screen, Per week

£100



November - July

Per screen, 2 weeks

£150

Display Advertising

Posters

With access to the prime poster sites on campus, showcase your brand at all the right locations.



6 Sheet Poster

x1 - Per Week

£150.00

A3 Portrait Posters

x5 - Per Week

£100.00

Display Advertising

Vinyl's

Leave the phone behind and take your advertising on campus. Discover how our vinyl opportunities can help you maximise your campaign reach and play a key role in the daily life of the consumer!

Wall Vinyl

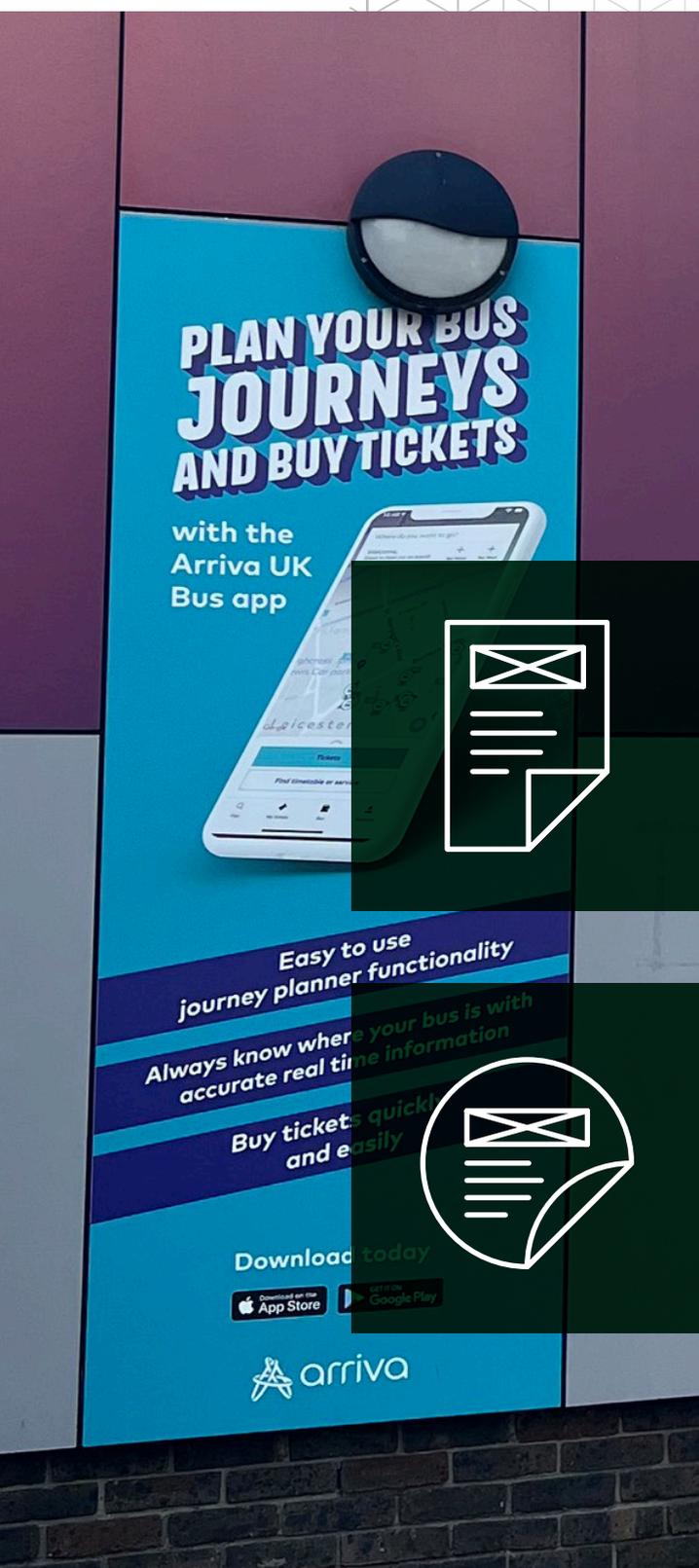
x1 - Per Month

£970.00

Table Tops

x5 - Per Month

£550.00



All prices excl. VAT

Digital Advertising

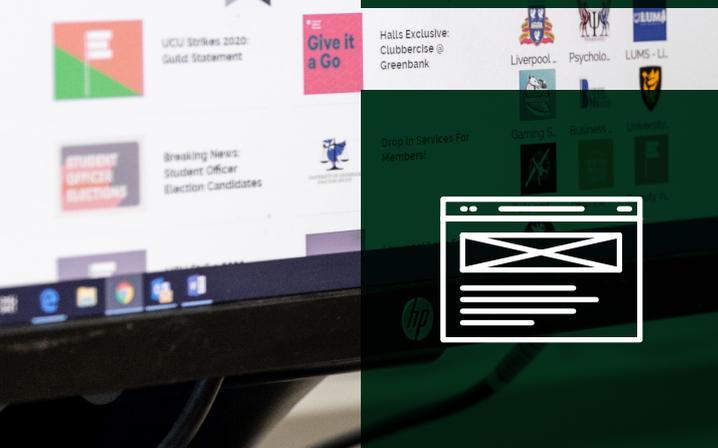
Website

With students visiting our website to stay up to date with student societies, events and Guild news and with 37,000 unique users per month, www.liverpoolguild.org holds the key to reaching Liverpool students online with 24-hour access.



Footer Banner

1 week **£200** - 2 weeks **£340**
3 weeks **£510** - 4 weeks **£680**



Top Banner

1 week **£275** - 2 weeks **£450**
3 weeks **£650** - 4 weeks **£800**

All prices excl. VAT

Digital Advertising

Social Media

With a combined following of over 40K, our active social presence has ensured a loyal and engaged following. Reach our students where they spend most of their time with posts across our key channels.

Instagram Stories/ TikTok/ Facebook/ LinkedIn - @LiverpoolGuild



1 post
Per social platform
£200

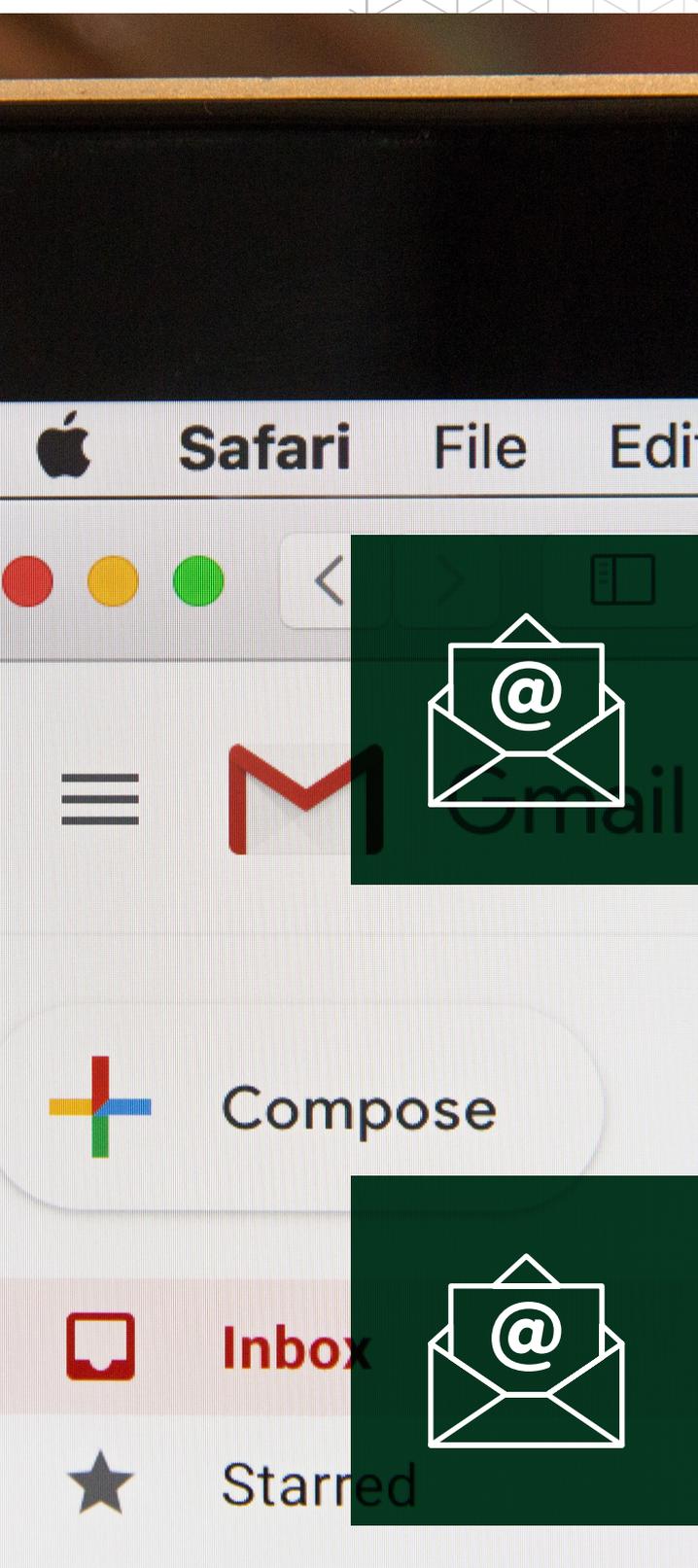


2 posts
Per social platform
£350

Digital Advertising

Email

With an average open rate of 45% on our email newsletters, it's no surprise that email comes out on top as the students' preferred channel of communication. We send regular, friendly bulletins to keep students up to date with all the latest Guild news – and you can be a part of it too!



Email Advert

£450

Alternatively, make the most of our commercial email database to get your message and branding across.

Solus Email

£150

Sponsorship

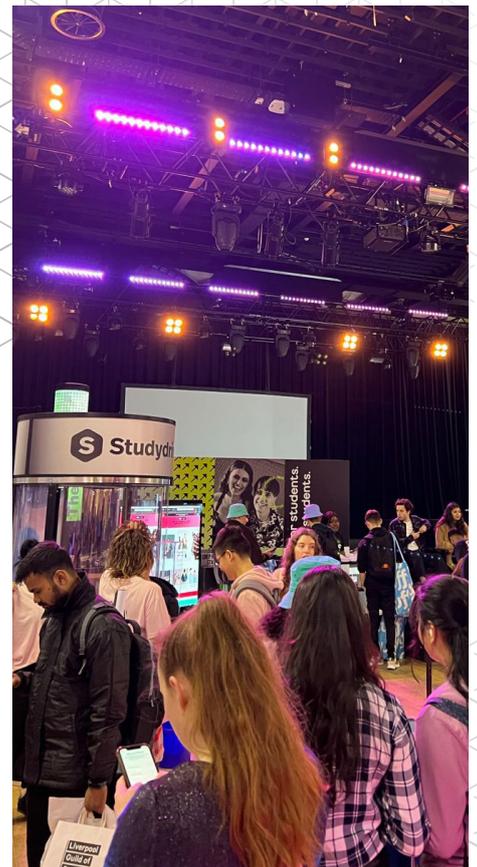
Our varied and exciting events calendar is filled with opportunities for your brand to get involved and build a bespoke media package. From our annual awards evening to our infamous pub quiz, there is an event to suit every brand.



Guild Awards



Big Pub Quiz



Refreshers

Price on enquiry



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