



Media pack
2021-2022

LSE STUDENTS' UNION

 LSE
STUDENTS'
UNION

[LSESU.COM](https://www.lsesu.com)

WELCOME TO LSESU!

With over 12,000 students, London School of Economics (LSE) is one of the world's leading academic institutions. The LSE Students' Union has a direct connection with this uniquely cosmopolitan student body and we offer a wide array of advertising, sponsorship and collaboration opportunities throughout the entire year which you can use to reach them.



12,000+
Students

54%
are international

over
150
countries represented
on campus



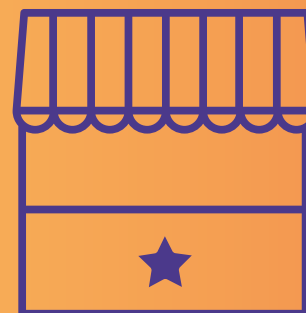
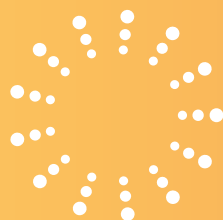


WELCOME FESTIVAL



With a footfall of over 5,000 students per day, the Welcome Festival provides a great opportunity for organisations to connect and establish a relationship with our students face-to-face.

5,000+
student footfall per day



STALL DETAILS

1.8 x 1.8m Stall Area
1 x 1.8m Table
2 Chairs
Wi-Fi

LOCATION

Saw Swee Hock Centre





INSERTS IN TOTE BAGS HANDLED OUT AT OUR FAIR



5,000 inserts: £500 + VAT

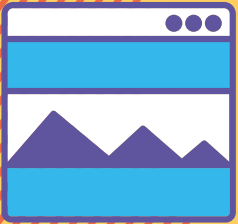


Upon entry to the fair, our students receive a tote bag to fill with freebies as they engage with our stalls! This is where we can pre-pack the tote bags with your flyers, samples, vouchers or other marketing material.





+



WEB BANNER

2 weeks: £250 + VAT

1 month: £500 + VAT

LSESU.com is the online hub for students. It contains the latest information for students on news, events, societies and activities within the Students' Union and LSE. Each year our website has in excess of nearly 200,000 visits, making the web banner a great tool for exposure and click-through. The web banner can be placed on various pages on our website, including the homepage.

Specification

W 1112 x L 335 pixels / JPEG, GIF, PNG with URL click-through / Blurb or copy if requested.

+

Welcome Fair



DIGITAL PROMOTION DURING WELCOME PERIOD

+

Instagram Story

£200 + VAT per story

Facebook

£250 + VAT per post

Twitter

£200+ VAT per post

With an influx of new students joining the university, there's no better time to advertise across our website, social media channels and e-newsletters.



+

E-NEWSLETTER

Newsletter feature: £500 + VAT

+

Feature in our weekly e-newsletter sent directly to 14,000+ students. This is often achieved through a branded banner and/or copy, which we can then provide you with a full statistical performance review. The newsletter updates students on the latest events, opportunities, news and special offers they should take advantage of, providing a great way for organisations to obtain maximum awareness and engagement.

Specification

W 612 x L 150 pixels JPEG, PNG with URL click-through.
Blurb or copy if requested.



+

Welcome
Fair



DIGITAL OPPORTUNITIES

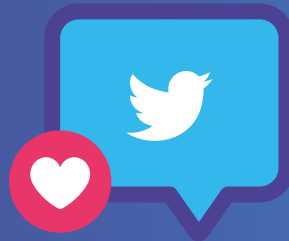
Take advantage of our popular and highly active social media channels through individual or cross-platform marketing to ensure you promote your organisation efficiently and effectively.



8,500+

followers

£150+ VAT per story



18,800+

followers

£150+ VAT per post



23,500+

followers

£150+ VAT per post

200,000+
visits per year



WEB BANNER

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2 weeks: £250 + VAT

1 month: £500 + VAT

Specification

W 1112 x L 335 pixels / JPEG, GIF, PNG with URL click-through / Blurb or copy if requested.

E-NEWSLETTER

Feature in our weekly e-newsletter sent directly to 14,000+ students. This is often achieved through a branded banner and/or copy, which we can then provide you with a full statistical performance review. The newsletter updates students on the latest events, opportunities, news and special offers they should take advantage of, providing a great way for organisations to obtain maximum awareness and engagement.



14,000+
students subscribed

Newsletter feature: £350 + VAT

Specification

W 612 x L 150 pixels JPEG, PNG with
URL click through. Blurb or copy if requested.

ON-SITE OPPORTUNITIES

The perfect opportunity to speak directly with LSE students and get your organisation promoted on campus, through both indoor and outdoor spaces with high footfall and engagement. We also welcome you to bring your own set up or installations.



OUTDOOR SPACE SHEFFIELD STREET

Occupying a space directly outside our student union building!



PROMO SPACE 1ST FLOOR

Located on the first floor, this space obtains footfall from busy staircases and from our students visiting the café.

Costs: Please get in touch for details on costings via advertise@lsesu.com

FLYERS

Staff from your organisation handing out flyers on-site, or alternatively storing your flyers across our student union building for students to pick up.



Storing flyers:
£200 + VAT per 1,000 flyers
Your staff handing out flyers:
£350 + VAT

POSTERS

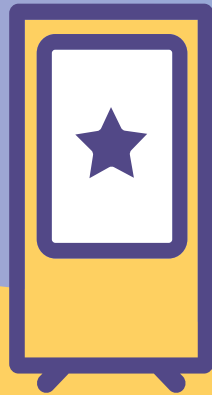
Placed throughout our student union building on staircases, lift shafts and 3rd floor reception desk.



£10 + VAT
per poster, per week.
Specification: A3

PLASMA SCREENS

Place your digital adverts on our high profile screens situated throughout the students' union. Our plasma screens are located near entryways and lifts for maximum visibility, providing one of the most attractive and cost effective methods of advertising.



VENUE HIRE



THE VENUE

Our unique, multi-purpose venue and mezzanine is fully temperature regulated, soundproofed and installed with world-class conference and nightclub equipment, making it the perfect space for launches, lectures, conferences, film screenings, award-ceremonies, parties and nightclub events.

FEATURES

VIP Mezzanine with private bar • DJ Booth • Adjustable staging • PA System • HD Projector and 13 x 7 foot screen • Large glitter ball • Smoke machine • Moving head lighting • Lighting desk • Unbroken sight lines • On-site cloakrooms • Wi-Fi • Break-out spaces

CAPACITY

820 standing, 650 reception style, 160 seated lecture style, 120 seated cabaret style.





THE THREE TUNS (BAR)

A fully equipped modern bar with luxury seating and lighting, perfect for social gatherings, leaving parties, and more.



CAPACITY

250 standing, 100 seated



WESTON BAR

Featuring a bar, seating area and an exciting roof terrace with views across London, this is the ideal spot for corporate social events.



CAPACITY

150 standing, 80 seated

WESTON STUDIO

Hire our elegant 6th floor Weston Studio - the perfect venue for a range of activities including professional meetings, lectures, corporate parties, fitness classes and drama rehearsals.

Features: State-of-the-art PA system • Projector • Microphones • Complimentary Wi-Fi



CAPACITY

70 standing, 60 seated



THE BEAVER



LSESU'S

Student Newspaper since 1949



The Beaver is an institution among members of the LSE community and is read by more than 12,000 students, staff, alumni, visitors and professionals. The paper is produced by current LSE students and published weekly during term time, both in print and online. With 21 issues printed in the academic year, there is no better way to reach LSE students than by advertising in their treasured newspaper, The Beaver.

In addition to the published newspaper, The Beaver has a dedicated website which reports on all the latest global and LSE news, including comments, features, arts and culture reviews, and sports and entertainment articles.

Please note, The Beaver does not accept guest posts from advertisers or contributors not related to the LSE community.

For more information, please refer to The Beaver's media pack.



The Beaver Online
www.beaveronline.co.uk

SPONSORSHIP OPPORTUNITIES

With so much going on throughout the year, from Welcome Fairs to Summer Balls, there is ample opportunity for organisations to get involved!

Get in touch to discuss how your organisation can sponsor our upcoming events and activities.



