



# media pack

**herts su**

**connecting you to students**  
[sunetwork.co.uk](http://sunetwork.co.uk)

**HERTS SU**

# contents

**03**

**about us**

**05**

**testimonials**

**06**

**freshers fair**

**08**

**digital media**

**15**

**brand activation**

**18**

**print media**

**20**

**opportunities**

**23**

**eighteen24 media**

**24**

**contact us**



# about us

## why su network

**Reach over 300k students  
through onsite activation, digital  
promotion and sponsorship**

We expect  
**over 150k students**  
to attend our  
Freshers Fairs  
in 2026

We represent  
**28 university  
campuses**  
and support bookings  
for many more

In 2025/26,  
we connected over  
**500 partners** with  
the student market



# about us

herts student's union

**over 35k  
students**

60% are  
international

**over 19k  
followers**

on our  
instagram page

**over 46k  
views**

on herts su website

**#HertsFullOfPride**

**HERTS SU**

University of  
Hertfordshire **UH**

unō

connecting you to students



# testimonials

## our clients



“It’s a pleasure to work alongside the team at SU Network, across three of their SU partners. They really are the dream to work with in that they listen to your needs and requirements, and try their absolute best to meet and deliver these and enhance the overall client experience”

Nadine Mullan – SK Group





# freshers fair



SU Network

# welcome fair

## prices & attendance

As one of the most popular events in the student calendar, it's the perfect way to connect with the next generation of students, welcoming both new and returning students to campus and Hatfield, to start the new academic year, with over **8,000** students expected.

### standard pitch

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**£800**

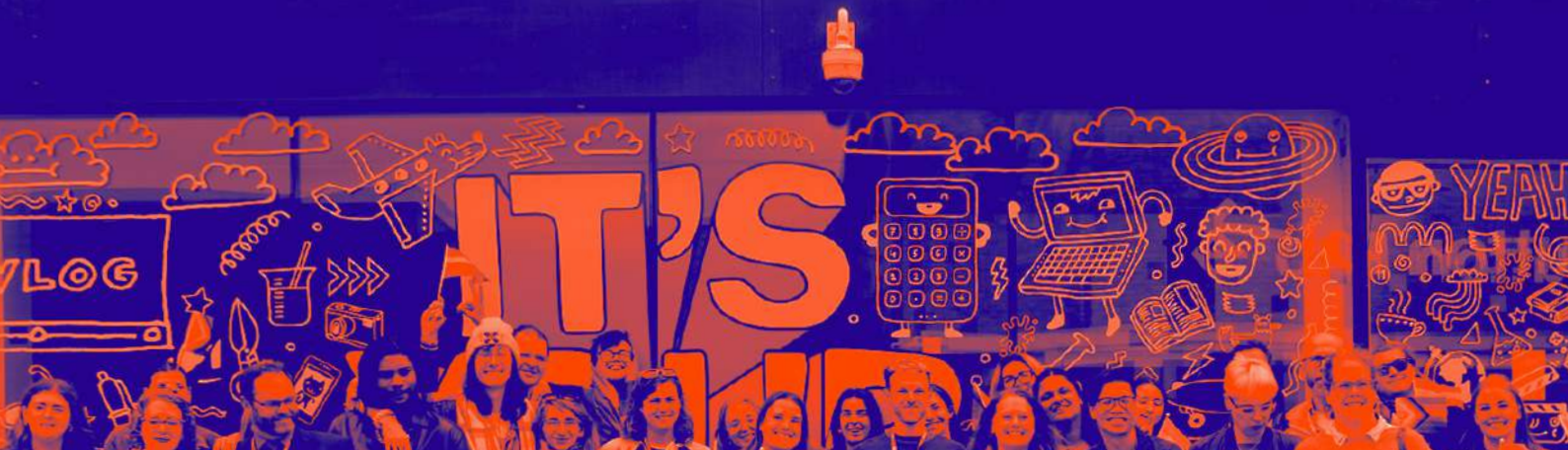
6ft x 2ft table  
a stall in the marquee

### premium pitch

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**£1,200**

double table  
a premium stall in the marquee



# digital media



**SU Network**

# digital media

## digital screens

Advertising on a digital screen opens up a world of opportunities to elevate your brand's presence and create a lasting impression on your target audience. With our screens strategically placed in high-traffic areas, it guarantees wide exposure and maximum visibility.

1920px x 1080px  
digital  
screen  
landscape

pricing

£300 | £600  
per month | per term



2k footfall  
per day



# digital media

## website homepage

By advertising on the homepage, you ensure maximum visibility and by aligning your brand with Herts SU, you can enhance your credibility and build trust with our students. Offering an invaluable opportunity to capture attention, generate leads, and establish a strong online presence for your brand.



### page visits

**46,000 views**  
per month

**1200px x 200px**  
website banner

(PNG/JPEG)

### pricing

**£350**

per month

**£450**

during freshers

**£900**

per term

# digital media

## discounts page

Capture the student market and boost your brand's visibility and revenue by Advertising on our Student Discounts Page. Advertise on our student discounts page and unlock a world of opportunities to grow your brand, drive sales, and establish lasting connections with herts SU student body.

logo on transparent  
background  
discounts  
page



## pricing

**£250**

per month

**£350**

during freshers

**£600**

per term

# digital media

## e-newsletter

By featuring within the e-newsletter, you can drive traffic to your website or landing page, ultimately boosting conversions and achieving your marketing goals. This provides a valuable platform to connect with a receptive audience, establish brand awareness, and drive measurable results for your business.

sent to  
**over 35k**  
students

**54%**  
open rate

student email

**£500**  
sent by the su to  
all students

650px x 100px  
e-newsletter page spec

(PNG/JPEG/GIF) + URL



# digital media

## solus email

Solus emails offer a focused and personalised approach to captivate your audience's attention. Stand out in their inbox, deliver your message directly, and make a lasting impact that drives results.



sent to  
**over 2k**  
students

**pricing**

**£600**  
per email

**spec**  
html content



# digital media

## instagram

Instagram Stories provide interactive features such as swipe-up links, polls, and quizzes, enabling users to engage directly with your brand and take immediate action. This interactivity fosters deeper connections and encourages user participation, increasing brand engagement and generating valuable leads.



**over 2k**  
**views**

**over 19k**  
**followers**

**1080px x**  
**1920px**  
**instagram**  
**story**

Explore authentic user-generated content (UGC) created by our student network – get in touch to find out more.

**£300**  
per  
story

**£50**  
extra for  
multiple  
stories



# brand activation



 **SU Network**



# brand activation

## wednesday market

Herts SU also hosts a Wednesday Market once a month with a focus on building community. This brings opportunity to sample your products/services to students.

### stall

get in touch with us for more info

wednesday  
markets  
hosted once  
a month





# print media



 **SU Network**

# print media

## posters

Advertising on posters allows businesses to target a specific audience, benefit from high visibility, leverage an engaged community, maintain cost-effectiveness, build long-term brand recognition, and explore potential partnerships.

### posters

**£250**  
per month

**£500**  
per term

**A3** posters  
in halls of  
residence

**A1** across  
campus in  
high footfall  
areas





**opportunities**



**SU Network**

# opportunities

## sports and society sponsorship

### club sponsor

Opportunity to sponsor a sports team, with the package suiting both you and the sports team.

Opportunities can include sponsoring a specific team and promotion of your brand throughout the club.

**Enquire for more details  
on further opportunities**



### club night

Opportunity to sponsor a students' union club night on campus, this could be having food on the night, photo back drop opportunities, merch giveaways, and more!



# opportunities

## event sponsorship

### fundraising campaigns

Fundraising campaigns may include special events or initiatives to generate excitement and participation. These can range from charity runs, auctions, to community engagement activities, partnerships with local businesses, or crowdfunding initiatives.

**Get in touch to find out how we can cater to your requirements**



### venue/ corporate hire

Herts su has a variety of places available for hire, including bars, cafes, clubs and office/ space rental.

# eighteen24

## digital signage provider

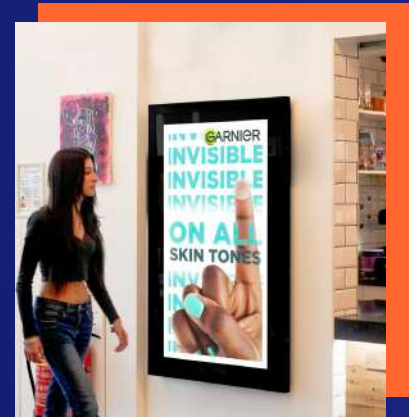
Eighteen24 is the UK's leading on-campus digital signage provider. They offer the largest, premium D6 screens, exclusively across not just Herts SU, but also over 120 other campuses nationwide. Reach an audience of over 2 million Gen Z students – that's 70% of all university students! With over 20 years in the #1 spot, Eighteen24 (formerly Redbus Media) have built a reputation as the trusted SU media partner. If you wish to book space on D6s at Herts SU or any other sites in their network, please contact [herts@eighteen24.com](mailto:herts@eighteen24.com).



**contact**

[herts@eighteen24.com](mailto:herts@eighteen24.com)

**Eighteen<sup>24</sup>**



# contact us

## email

hello@sunetwork.co.uk



## call

01227 852796



## visit

sunetwork.co.uk



## linkedin

su-network



## instagram

su\_network



all prices quoted are excluding VAT

