



# NUSU OFFICIAL MEDIA PACK **FAQs**

## **Gold Partner**

# Key Dates and Deadlines —

We will be working on 2 months submissions for all content, this will allow us to plan out the next 2 months in advance and allocate the correct dates for all content.

The key dates are as follows.

- **Friday 7th September 2018**
- **Friday 9th November 2018**
- **Friday 11th January 2019**
- **Friday 8th March 2019**
- **Friday 10th May 2019**

Our promotional period will run from:

**1st October 2018 - 30th June 2019**

What we will need from you, every 2 Months:

- **4 x Student Perks email features** w/Dates and time frame for promotion(s)
- **1 x Social media posts** w/Dates and time frame for promotion(s)
- **4 x Quarter page Courier Ads** w/Dates and time frame for promotion(s)
- **1 x Digital Screens** w/Dates and time frame for promotion(s)

- **2 x Website Web banner.** w/Dates and time frame for promotion(s)

This will be the full allocation for the year, to be used at your discretion.  
Limited to 1 Max per Month

- **9 x Monthly Leaflet Drops.** w/Dates and time frame for promotion(s)  
(Printed & Delivered) (Qt. 100 - 300)

This will be the full allocation for the year, to be used at your discretion.  
Limited to 1 Max per Month

- **4 x Full day brand activation stalls on campus** w/Dates and time frame(s)

This will be the full allocation for the year, to be used at your discretion.  
Limited to 1 Max per Month

- **Please Note**

Due to the split of the months, you will have an additional;

- **4 Student Perks email features**
- **1 Social media posts**
- **4 Digital Screens**

To be used at your discretion, throughout the year.

Limited to 1 Additional per Month.

# How to Submit

To streamline this process, we have created a submission forum at:  
**[nusu-hub.com/submit-offers](https://nusu-hub.com/submit-offers)**

Please ensure all fields are completed when submitting your form online.

Please send all **print material** to:

Laura Fish  
Marketing Team  
Newcastle University Students' Union  
King's Walk  
Newcastle upon Tyne  
NE1 8QB

## Companies (Freshers') Fair

Setup for Companies fair will depend on which date you are coming to the fair.

**Monday 1st October** – We will be setting up from **8:30am – 10:30am** in the morning and doors will be open at 11am (it is strongly advised that you arrive as early as possible as it gets very busy).

**Tuesday 2nd October** – We will be setting up from **8:30am – 10:30am** in the morning and doors will be open at 11am. (it is strongly advised that you arrive as early as possible as it gets very busy).

You also have the option of dropping any material off on the Sunday from 4pm – 6pm for the days in advance.

It is also mandatory that you tidy up your stall after finishing the fair. The fair will end at 4pm and clean-up will commence straight away.

# Freshers' Goody bag —————

Any insert for the Freshers' goody bag, will need to be recieved by the **10th September**. The maximum size will be A5 due to the size of the Goody Bag.

Please send to the following address;

Laura Fish  
Marketing Team  
Newcastle University Students' Union  
King's Walk  
Newcastle upon Tyne  
NE1 8QB

# Brand Activation Stalls —————

Please specify the date, size and requirements when submitting the information via the hub.

Please note: due to the popularity of stalls we cannot guarantee that you will be given the exact date requested. However, we will provide suitable alternatives.

Depending on your requirements you may have to fill out health and safety forms.

# Approval Process —————

We will aim to approve any artwork within 3 working day of submission.

If we have any queries regarding artwork we will be in touch directly.

# NUSU Specs

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## **Courier Ads**

### **- Quarter Page**

- PDF/JPEG 300 DPI CMYK
- 160mm(w)x170mm(h)

## **Digital Screen**

### **- NUSU Portrait**

- PNG 72/96DPI RGB
- 1080px(w)x1920px(h)

## **Social Media**

### **- Post**

- PNG 72/96DPI RGB
- 1000px(w)x1000px(h)

## **Email Feature**

### **- Image**

- PNG 72/96DPI RGB
- 600px(w)x600px(h)

## **Web Image**

### **- Banner**

- PNG 72/96DPI RGB
- 1025px(w)x300px(h)

## **Solus Email (template)**

### **- Image**

- PNG 72/96DPI RGB
- 600px(w)x600px(h)

### **Contact Details:**

For any queries, please get in touch with;  
Laura Fish,  
Creative Marketing Intern,  
(e) [creative.union@ncl.ac.uk](mailto:creative.union@ncl.ac.uk)  
(tel) 0191 239 3969