



DCU

STUDENTS'

UNION

Advertising Rates 2021/2022

For queries, please contact aisling.fagan@dcu.ie



About us

Do you want to reach out to over 18,000 students with your brand? You've come to the right place. Let us help you to create and deliver highly effective campaigns across a range of face-to-face and digital platforms. DCU Students' Union is at the centre of a bustling campus and has a large number of followers on our social media channels. Get in touch to see how we can work together.

Digital

Over 40,000 followers across 3 platforms. Swipe up feature available on Instagram.

Website

Busy traffic with 50K page views per year

Face-to-Face

Opportunities for stalls at Fresher's Week 2021



Prices

- Twitter Post - €250 + VAT
- Instagram Story - €250 + VAT
- Facebook Post - €100 + VAT
- Web banner - €500 + VAT
- Blog post on website - €200 + VAT
- On-campus one day promotion - €800 + VAT



Freshers' Week

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Dates

- 20th September - Week 1 for Years 2/3/4/5. This will be Orientation Week for Year 1 and Freshers Week for Year 2.
- 27th September - Week 2 for Years 2-5+ and Freshers Week for Year 1.

Our Freshers Weeks provides a unique opportunity to engage with our new arrivals. Be part of the main event of the season and welcome our new students to their first days on campus.



Freshers' Week

Guidelines for on-campus promotions

- DCUSU and DCU Estates regulations insist that you must have insurance for €6.5m for the duration of the use of the facilities of DCU, covering all employees. A copy of this insurance must be provided in advance.
- All allocated spaces will be outdoors. We cannot guarantee that this allocated space will be covered.
- Only the space allocated by DCUSU may be used.
- Promotional teams may not exceed five people.
- Collection of personal information must be approved in advance with DCU Students' Union and must comply with GDPR regulations. Pen and paper cannot be used for gathering data from students.
- All Covid-19, Health and Safety and social distancing guidelines must be adhered to.
- A queuing system should be put in place if congestion arises.
- Companies must complete their own setup.
- The University's Parking Policy must be adhered to.



Looking forward to working with you!

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