



ABERTAY
STUDENTS'
ASSOCIATION

ADVERTISE WITH US

Advertising and Marketing Pack

ABOUT US

At Abertay Students' Association, we pride ourselves on having strong direct connections with our vibrant student community. This gives your organisation an exiting opportunity to engage with them directly, tailored to both your format and budget.

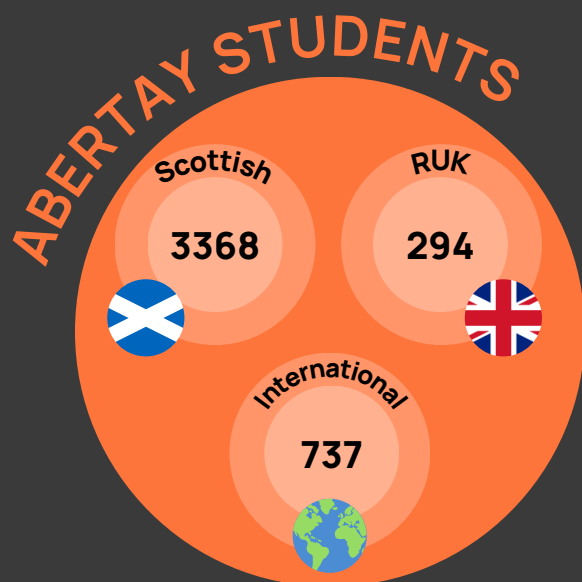
Inside this pack, you will discover a comprehensive overview of our diverse marketing options, along with detailed insights along our dynamic student demographic and the communications channels we utilise.

We are confident that this information will guide you in selecting the advertising approach that perfectly aligns with your goals.

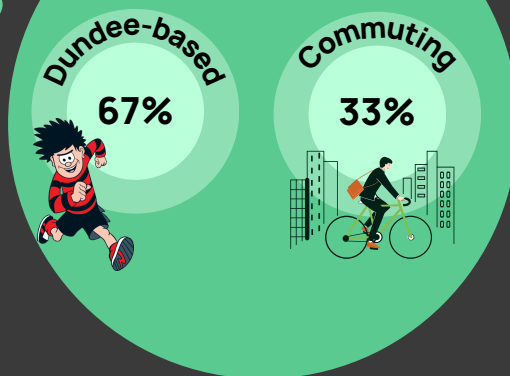


KEY STATISTICS & INFORMATION

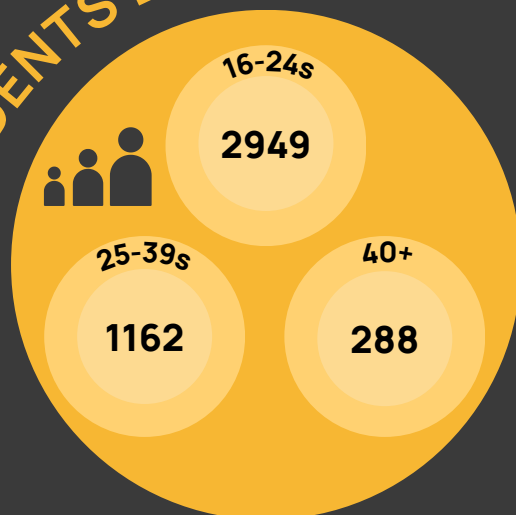
ABERTAY STUDENTS



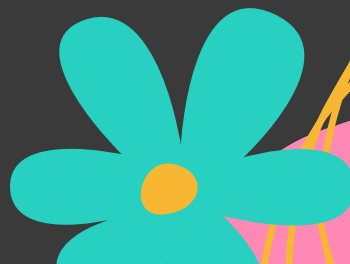
STUDENTS BY LOCATION



STUDENTS BY AGE



NUMBER OF
STUDENTS: **4,339**



WHY ADVERTISE WITH US?



We are a small and close-knit diverse community.

Most of our students come from Scotland (77%) with a big chunk based in Dundee (67%) and the rest commuting (33%). Our international students make up 16% of our student population, with the remaining 7% coming from the rest of the UK. Although the majority of our students are aged 16-24 years old (67%), we also have a high number of mature students (33%), student parents, and carers.

Our demographic offers a wide range of potential customers for your business and through advertising with us, you can reach not only students but staff and visitors as well.

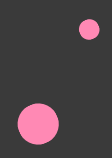
We have a strong and growing presence on our website and Instagram, along with TVs located in prime spots for student access and visibility.

We offer a range of ways to get involved and are happy to discuss what best would suit your needs.

We are a not-for-profit organisation, and everything we raise as funds from our advertising, marketing and events goes back directly to students through our services.



ALL-YEAR-ROUND OPPORTUNITIES



There are a number of events throughout the year, that would benefit from your support and could serve as a way for you to connect with our students.

We also have a range of digital advertising options available, including on campus prime location TV signage and posters, website and social media advertising.

CURRENT OFFERS

Website banner AD

£70 - 1 week | £95 - 2 weeks | £125 - a month

Instagram and Facebook Post and Story

£70 - one-off | £10 extra for every repeated story or £15 for a week (3 re-shares) *subject to content schedule availability

Pop Up (ground floor, Library)

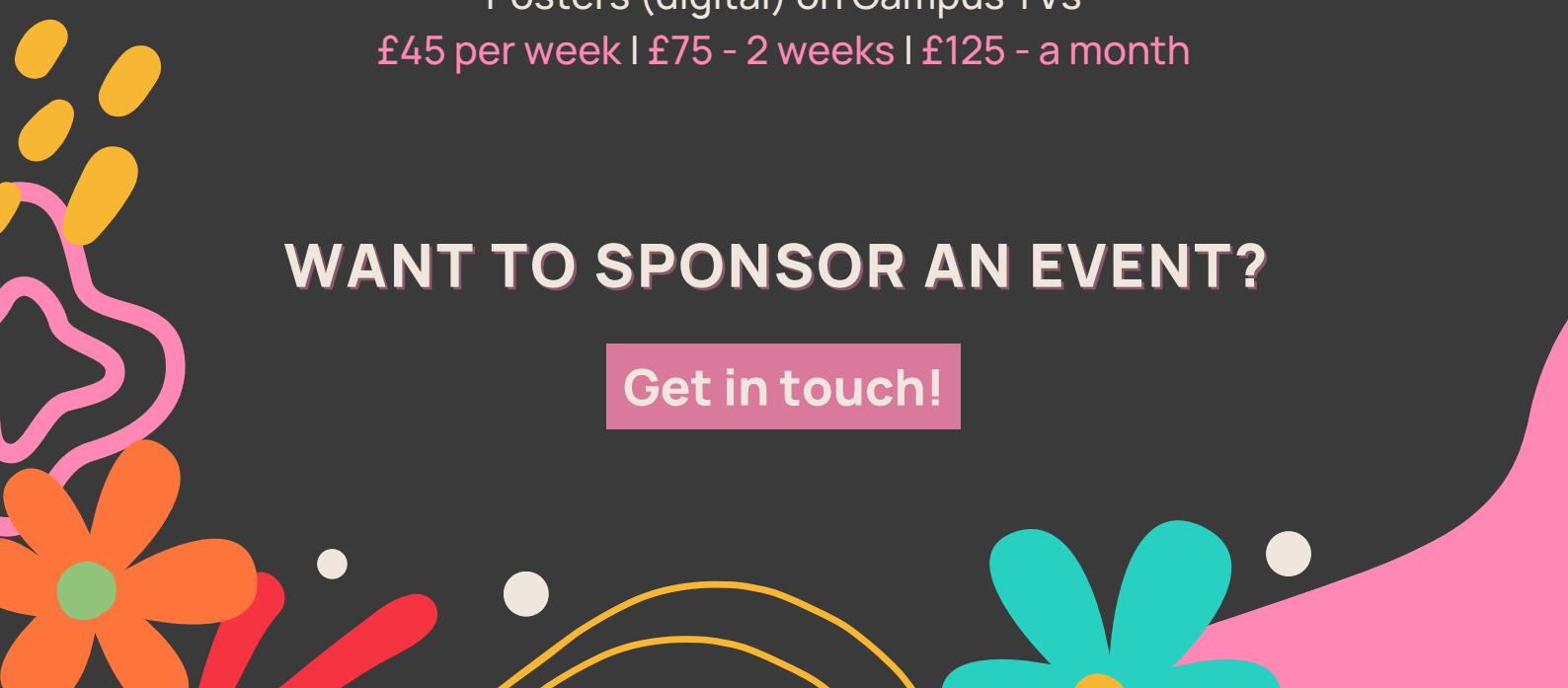
£50 - ½ day | £90 - 1 day | POA further days

Posters (digital) on Campus TVs

£45 per week | £75 - 2 weeks | £125 - a month

WANT TO SPONSOR AN EVENT?

Get in touch!



WELCOME WEEK 2026



Saturday 12th -
Friday 18th September



Abertay University,
Bell Street, Dundee, DD1 1HG

The FRESHTIVAL week provides a wonderful opportunity for you to connect face-to-face with Abertay's new and returning students. It's the perfect time to show-off your brand, spark curiosity and become Campus favourite!

We have a selection of different ways to get involved:

- booking a stall at Freshers' Fayre (see next page)
- sponsoring an event (prizes, snacks, drinks, etc.)
- sponsoring our merch
- advertising

See page 9 for more advertising options or get in touch and we can create a package that works for you.

FRESHTIVAL WEEK ADVERTISING OPPORTUNITIES

AD on the FRESHTIVAL page on the website:

£50 - 1 week | £85 - 2 weeks | £125 - a month

Website banner AD:

£50 - 1 week | £85 - 2 weeks | £125 - a month

Instagram and Facebook Post and Story:

£50 - one-off | £10 extra for every repeated story or £25 for a week (3 re-shares) *subject to content schedule availability

FRESHERS' FAYRE 2026



Wednesday
16th September



10:00 - 16:00



Abertay University,
Old College Building (Level 1),
Bell Street, Dundee, DD1 1HG

This year we're planning to make our Freshers' Fair even bigger, with additional space and activities happening on the day.

We have 3 types of stalls* available:

- Premium
 - 8 available
 - Premium space in room 1001 or the main outside area, your choice.
 - Potential to bring your own pop-up tent.
- Standard
 - 10 available
 - Stall in the general area, mixed with services, societies and sports clubs.
- Local and Third Sector
 - 10 available
 - For local small businesses and Third Sector organisations
 - Stall in the general area, mixed with service, societies and sports clubs.

All stallholders will benefit from a one-off feature on our social media when promoting the Fair.

**See more stalls information on page 7.*

1700 ESTIMATED
NUMBER OF
STUDENTS*

**based on last year's fair attendance of over 1500 students throughout the day.*

FRESHERS' FAYRE STALLS

PREMIUM STALL

COST: £600

SIZE: 2M X 1M

WI-FI & POWER: YES

AVAILABLE: 8

**premium space in Room 1001 OR the main outside area with space to bring own pop-up tent.*

STANDARD STALL

COST: £350

SIZE: 1.2M X 0.7M

WI-FI & POWER: ON REQUEST

AVAILABLE: 10

**stall in the general area, mixed with societies and sports clubs.*

LOCAL & THIRD SECTOR STALL

COST: £200

SIZE: 1.2M X 0.7M

WI-FI & POWER: ON REQUEST

AVAILABLE: 6

**stall in the general area, mixed with societies and sports clubs.*





ABERTAY
STUDENTS'
ASSOCIATION

Get in touch and let's work
together to reach your target
audience.

We would love to help your
business thrive, connecting you
with our vibrant student
community at Abertay.

 @abertaysa

 @abertaysa

 abertaysa.com

 events@abertaysa.com

Abertay University Students' Association is a charity registered in Scotland.
no: SCO36647