Marketing Opportunities

at Lancaster Univeristy

There are over **24,000** students and staff at Lancaster University, all waiting to hear from you!

We are LUSU!

Lancaster University Student's Union (LUSU), is committed to ensuring Lancaster University students have a fulfilling life at university. We run some of the most vibrant student events on campus and in our nightclub, The Sugarhouse.

18k+
students

16k+
Instagram followers

3k+
Sugarhouse weekly attendance

2.3 M
Yearly website visits

1k-2.5k
Instagram story views

11k-12k
Freshers' Fair 2025/2026 attendance

Online opportunities

Want to make an impact online? We have a variety of advertising options to help you reach students.

Web Banner

Our website has been designed to be more open and effective for students. Adverts on the website will be viewable on all forms of mobile device. Currenty, we have over **10,000 visits** a month.

£500 per month

All prices ex. VAT. Prices exclusive of Freshers' Week

1700px X 500px
web spec



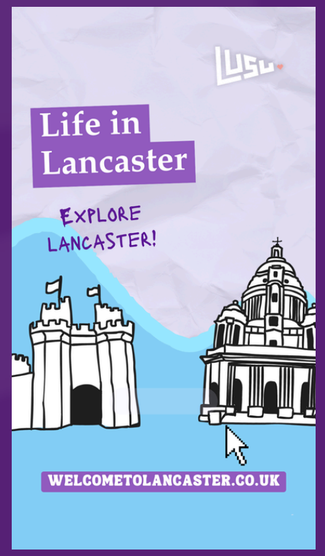
Social Media Story

Our social media channels are the most selective of our media options, but if your messaging matches ours and can offer real benefits to our members then let's talk!

£250 per story

1080px X 1920px
story size

Still or Video (up to 10 seconds)



Sugarhouse E-Screens

With 13 screens viewable in our SU run nightclub, our plasma screens would be an excellent option to advertise your brand on one of our student nights.

£100 per week

1920px X 1080px
plasma screen



On-site opportunities

Our thriving campus is the perfect location to advertise your brand. We have several on-site advertising options to connect with students face to face.

Promotional Day

Spend a day connecting with students on campus in Alexandra Square, the hub of Lancaster University. You will have exclusive rights to commercially advertise for the day.
10am-4pm with the additional options to ask for a table and/or a gazebo. 3m x 3m. 13amp power available on request. Outdoor venue.

From £700

Flyer Distribution

Make an impression on up to 18,000 students! Flyer distribution takes place at busy periods during the University day, providing you with the most effective coverage possible. Flyering is done through trained student staff members who know the best locations to target students come rain or shine.

From £250

Promotional Packages

Boost your advertising power with our promotional packages, pairing promotional days with digital advertising **at a discount**!

+£150

Additional 1 x Social Media Story across our platform

1080px X 1920px

+£400

Additional 1 x Month Web Banner on our website

1700px X 500px



All prices ex. VAT. Prices exclusive of Freshers' Week

Get in touch!

Advertise with LUSU

lusuadvertising@lancaster.ac.uk

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Lancaster University Student's Union