Student Media Resources: Advertising

Sourcing advertising for your society is a great way to earn extra money for your group, and can help to cover the costs of printing, new equipment or marketing for your society. This document breaks down the different types of advertising you can make use of depending on your output.

1. Creating a rate card
2. Know your Numbers
3. Sourcing Advertisers
4. Taking payment
Creating a Rate Card

The first step in getting advertising is working out what types of advertising you have available, how much you will be selling them for and formatting this information into a document called a rate card. Rate cards differ depending on the type of media outlet but the idea is the same.

List the types of advertising you have available including size/length and create prices for them. The amount you will be able to charge will be massively influenced by your audience size (see below for more information).

If you are a print publication you need to make sure that the price of the advertising offsets the cost of printing.

Once you have created a rate card you need somewhere to put it -- your website is a good option, particularly if you have a page dedicated to advertising, check out Roar to see how they have set theirs up. Here are some examples:

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>STANDARD WEB RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Home Page Lead Feature</td>
</tr>
<tr>
<td>Display</td>
<td>Leaderboard 728x90</td>
</tr>
<tr>
<td></td>
<td>Medium Rectangle 300x250 (top)</td>
</tr>
<tr>
<td></td>
<td>Medium Rectangle 300x250 (bottom)</td>
</tr>
<tr>
<td>eNewsletter</td>
<td>Leaderboard 728x90</td>
</tr>
<tr>
<td></td>
<td>Medium Rectangle 300x250</td>
</tr>
<tr>
<td></td>
<td>eNewsletter Travel Special/Listing</td>
</tr>
<tr>
<td></td>
<td>Custom EBlas</td>
</tr>
</tbody>
</table>
Know your numbers

The next step to getting advertising is knowing how many people are reading your publication. There are a few ways you can do this, ideally you would use all of them when possible:

  a. What is your potential audience size? King’s has over 31,000 students based over five campuses in London, Strand, Guys, Waterloo, Denmark Hill, and St Thomas Hospital.
  b. What is the average audience size in a month eg. How many listeners/viewers to you get on average.
  c. What size is your print run (specific to print publications)
  d. What is your physical circulation? (specific to print publications) To get this number you will need to count up any remaining papers, this will also give you a good idea of whether you need to reduce or increase your print run size.
  e. What traffic does your website get? Your website platform should be able to provide you with a breakdown of your online readership.

Once you have all of this information you should include it on your rate card, on the advertising section of you rate card or it can be included in an email template that you send you send out. Make this information clear and easy to read for potential advertisers.

Sourcing Advertisers

As KCLSU Societies and KCL students a great place to start sourcing advertising is in house:

  - **Academic faculties and departments relevant to your publication** – academic departments within Kings may have events or services that they would like to promote to students.
  - **Student Services** – there are several services within KCL that engage with students throughout the year and are often looking for new ways to promote their opportunities.
  - **Research institutes** – though this may not create regular advertising opportunities the research institutes might have a need to reach the student population so it is important to make them aware that they can do this through you.
  - **Partner organisations** – our partner organisations are often looking for ways to connect with more students student media is a great way for them to do this.
  - **Other student groups** and **sports clubs** may be looking to advertise an event or encourage new students to join their society – Welcome Fair and PAT training are a great opportunity to meet other presidents and treasurers and make them aware of the different advertising opportunities within student media. It might also be a good idea to offer student groups a discount on advertising.

You may also be able to source advertising for particular events you are running – with the advertiser helping to cover costs in exchange for their branding being on any marketing material you put out. Event sponsorship will differ from event to event so take the time to research companies that are connected to your event.

External companies, like those with graduate scheme, may also have the ability to take out adverts with you. Look at Student Media Groups at other universities to see what companies have a history of advertising with student media.
Taking Payment

All money coming into your society **must** go through the SU in order to abide by charity law. Finance have made this very easy to do by creating an invoice request form that you can find on the last page of the Sponsorship Guidance form. Once you have completed this form email it to finance@kclsu.org.

If you have any other questions please email the student media coordinator at maja.robins@kclsu.org.