



Thank you for booking a digital campaign with us, we look forward to sharing your message to our student base!

Below we have highlighted some key points about our digital offering including dimensions as well as timescales we require to publish your adverts.

Digital screens

The dimensions for your design is 1920 x 1080 pixels landscape. We advise that wording is limited and not too small. We have 17 screens around Student Union hotspots including Ground coffee shop, the village and union shop, Qmotion gym and reception and the Hub social space as well as Nest study space. Each advert will be given 10 seconds every minute (this may vary depending on internal communications during busy periods). You are welcome to send a 10 second video if you wish.

Gym screens

The dimensions for the gym machine screens is 1366px x 768 pixels landscape. We currently have 20 pieces of equipment including treadmills, cross trainers and bikes that will be showing your advert.

Dedicated emails

We limited external dedicated emails to one a week, usually this is Thursdays around lunch time. The email is sent to all 24,000 + students and we send via our MSL platform. To send the email, we require the HTML code to be sent at least 2 days before the scheduled date of sending the email. Our system can report on open rate and total opens, if you wish to track specific links on your email, we recommend you google track them.

Newsletter inclusion

The newsletter is a great way to promote different opportunities to our student base at a very reasonable rate. The newsletter called 'Your Union' is sent every Monday afternoon and includes the latest news around the student union and opportunities. We have 2 slots every week for external offers too. We boast an open rate of between 35 to 45% as well. The advert includes an image of 528 x 408 pixels as well as 3 short sentences.

Social media posts

Our social media following is ever growing and is a great way for the student union to share messages and engage with students. We accept paid ads but are required to #ad too. Due to the nature of Facebook, we limit posts however with Twitter and Instagram we have more flexibly to post.

Web banners

Our website gets over 100,000 hits per year and is the place for our students to go to find information about societies, volunteering, events and sport. We have 2 spaces for web banners on the main scrolling menu and on the side bar. The measurements for the menu is 1440 x 806 pixels and the side bar measurements are 1200 x 630 pixels.

Please note our website is currently being redesigned so these measurements may change.



Stall holder instructions

Thank you for booking a stall at Queen Mary University of London Students Union. Below is some information about on the day instructions.

Loading time – We are flexible with loading time, standard procedure is a 9am, however 8am can be arranged if required. We ask that the main point of contact comes to the hub reception to pick up visitor badges.

Electricity – We are able to provide electricity if previously requested. We will require risk assessments and for equipment to be PACT tested. The external plug extension is kept in the hub reception. The external plug we use is limited to 32 amp, so please bear this in mind when organising equipment.

Activity content – As part of the booking process, we will require information about what your activity entails. If the activity is different to what was agreed, we reserve the right to cancel the activity with immediate effect as per our terms and conditions.

Bad weather – If there is bad weather, we can put stalls rather in the Hub or in Ground Coffee Shop. These spaces are smaller though, so please bear this in mind when bringing stands and equipment. Giving out freebies is a great way to engage with our students, however we ask that coffee and food isn't given out if moved into Ground coffee shop.

Parking – Parking is limited on campus, but can be arranged if requested prior to the day of activity. We require the car/van type and registration number as well, which we send to security. We do have a limit of one vehicle per booking, there is a pay and display car park on Mile End Road (next to Coop) which is a 5 minute walk from library square.

Flyering – We ask that all stall holders stick to library square and not go to other areas of campus to flyer. Library square is managed by the Student Union, the University security have the right to ask people to leave campus if they are out of the square flyering. Please note, we do not allow any flyering on campus prior to the activity, this would have to be booked separately.

Assistance on the day – The sales coordinator Charlie will be on campus for your stall, if not another contact will be sent across prior to the day, the number for Charlie is 020 7882 3904. The staff on reception can also assist with questions on the day too.

Social media and promotion – We offer social media packages, if you wish for us to post about your activity. Our social media team do try to capture activity on campus throughout the day, however we unable to guarantee dedicated posts about your activity.

If you have any other questions about on the day, email su-sales@qmul.ac.uk prior to the day for assistance.