

## ESKIMO 11 MEDIA PACK 2010/2011

### INTRODUCTION

Eskimo 11 is now the largest marketing and promotions company in Hampshire, with access to 40,000+ students in Portsmouth and Southampton. We offer a truly unique opportunity to strengthen your brand and image to students.

This media pack outlines all of the various opportunities open to your company, which will make it easier for you to choose the most relevant marketing campaign for you.

Make sure you don't miss out or fall behind your competitors, contact us now to take your business to the next level.

### CONTACT US

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### FACTS AND FIGURES

#### Portsmouth:

Total Students: 20,000+  
Total New Students: 5000+  
Male – Female Ratio: 54 – 46  
Term 1 Dates: 20/09/2010 - 17/12/2010  
Term 2 Dates: 10/01/2011 - 08/04/2011  
Term 3 Dates: 03/05/2011 - 03/06/2011  
Web Address: [www.eskimo11.com](http://www.eskimo11.com)

#### Southampton:

Total Students: 32,000+  
Total New Students: 13,000+  
Male – Female Ratio:  
Term 1 Dates: 20/09/2010 - 18/12/2010  
Term 2 Dates: 10/01/2011 - 02/04/2011  
Term 3 Dates: 03/05/2011 - 18/06/2011  
Web Address: [www.eskimo11.com](http://www.eskimo11.com)

## ONLINE OPPORTUNITIES

### WEB BANNER ADVERTISING

Banner adverts will give you a visual opportunity to promote and attract students to your services or products. Banners are highly visible, offering direct links to clients' websites, particularly aiding you with a strong internet presence. These will be placed on the homepage unless otherwise specified.

Banner per month	Banner per term	Banner per year	Banner Refresh	Banner on every page
£300	£850	£2,500	£100	£3,500

### LOZENGES

Lozenges are a great way to advertise. Not only do they help search engine optimisation but are also a brilliant way to have a constant link to your own website on every page of our website.

Lozenge per year	£2,500
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## PRINT OPPORTUNITIES

### FLYER SPONSORSHIP

This will allow you to raise awareness of your company, whilst associating it with one of Eskimo 11's vastly popular events. Available every day of the week, our team will distribute flyers across the city, to each of the halls of residences, University Buildings, Cafeterias, Nightclubs and any other areas you deem necessary.

City	1/4 of an event flyer (per'0000)	1/2 of an event flyer (per'0000)
Portsmouth	£600	£1,000
Southampton	£600	£1,000

Discounted rates are available depending on the number of flyers ordered.

### FLYER DISTRIBUTION

Want to promote your company but don't have the time or man power!

Hire our energetic team to promote your brand and products for you.

Available every day of the week, our team will distribute flyers across the city, to each of the halls of residences, University Buildings, Cafeterias, Nightclubs and any other areas you deem necessary.

City	Recommended Number of flyers per day	Promotions staff flyering (per '000)
Portsmouth	2000	£130
Southampton	3000	£130

Eskimo 11 can also produce a flyer to your specifications at very competitive rates.

### STALLS

Book a space at a nightclub or bar in the city and come and interact directly with the students.

Being the largest promotions company in the south we inevitably interact with 1000's of students every day.

We run nights all across the city and on site stalls are a perfect way to reach the students, there is space to accommodate a range of activities from large scale events to small pop up stands both inside and outside the various buildings.

Space is limited per night, so please book at least 1 week in advance to provide us with enough time to make the necessary arrangements.

City	Number of stalls recommended per venue	Stalls (per night)
Portsmouth	1	£150
Southampton	2	£150

Eskimo 11 can also provide staff for your stall at very competitive rates.

### BANNER SITES

Banners work extremely effectively on the inside and outside of venues. They stand out to a crowd and enable your company to get one step ahead of your rivals.

City	1/4 of an event banner (per 1)	1/2 of an event banner (per 1)
Portsmouth	£150	£250
Southampton	£150	£250

### POSTER SITES

Posters can be used effectively and to great success to promote your product or services to students. The size, type and location of poster boards can vary greatly but one thing is certain...when done correctly they can have great impact. Our poster advertising is a very cost effective means of advertising, and offers a continued presence across the city's nightclubs.

City	A0 Price per Poster per Week	A1 Price per Poster per Week	A2 Price per Poster per Week	A3 Price per Poster per Week
Portsmouth	£20	£15	£10	£5
Southampton	£20	£15	£10	£5

Eskimo 11 can also produce a poster for your company at very competitive rates.

All of these costs are guidelines, and discounts are available with certain combo packages.