

ABERSU PLATFORMS & DIMENSIONS

*All literature / promotion must adhere to AberSU's Bilingualism policy.

PHYSICAL

Poster boards	
We have a range of Poster Frames dotted around the building & over on the other campus...Events posters are usually in A0 & A2 frames & are suitable for a mix of bilingual & Welsh/English posters.	
40 x 60 board	x1 portrait at the bottom of the Arts Centre steps (1 bilingual poster).
A0 boards	x2 portrait in the Cwtch bar (1 Welsh, 1 English) x2 portrait on Llanbadarn campus (1 Welsh, 1 English) x1 portrait at the top of the steps outside the Main Room (1 bilingual poster).
A2 boards	x10 Welsh / x10 English: A range of A2 boards (portrait) dotted around both campuses (from the steps by reception, to Cwtch Padarn to the toilets in the main building).
Flyers	
A5 flyers can be dotted around the building every morning (Welcome desk, Cwtch tables, Main room tables, Cwtch padarn, Picture House, Shop & Starbucks tills.)	
Pop up	
Bilingual Pop up banners can be displayed around the site. Usual spots to use: 1x Cwtch bar 1x Cwtch Padarn social space 1x Main entrance/Shop entrance. 850mm x 2000mm	
PVC Banners	
PVC Banners can be hung up around campus & in town. The usual size we go for are: 260 x 65 pix	
Promotional stand	
Space for manned promotional stand at the top of the stairs in the Union building or at the entrance to Blas Padarn (with permission from University).	



SOCIAL MEDIA

Facebook	
UMaberSU profile:	https://www.facebook.com/UMaberSU/?ref=hl 8,123 likes
Forms of promotion available: <ul style="list-style-type: none"> • Bilingual social media updates on UMaberSU or AberSU Events for any events held at the Students' Union. • Social media events – need bilingual description & artwork to set up an event. • Use cover photo as advert (one bilingual advert) on event pages and on profiles. • Posting on Freshers' groups. • Stories – videos / live updates etc 	
Twitter	
@UMaberSU	3,652 followers
@Aber_SU_Events	471 followers
Forms of promotion available: <ul style="list-style-type: none"> • Separate Welsh & English tweets to be sent (140 characters each). • Artwork. • Retweets. 	
Instagram	
UMaberSU	1,671 followers
Forms of promotion available: <ul style="list-style-type: none"> • Post artwork • Post photos of set-up • Post photos during events & activities • Repost instagram posts • Bilingual posts • Stories • Live videos/stories 	
Snapchat	
@UMaberSU	
We've recently launched Snapchat as a form of engagement with our students.	

WEBSITE

Dedicated webpage	
Dedicated webpage 1 x Welsh 1x English Can include (but not limited to): <ul style="list-style-type: none"> • Poster – separate Welsh & English • Description • Poster (Welsh / English) Page banner: 920 x 300 px	
Web banner / advert	
Rotator banner INTERNAL ADVERTS ONLY (main one on landing page)	1500 x 600 px one per language is usually best <i>*same dimensions also used for news articles</i>
Small advertising banner (top right hand corner)	468 x 60 px one per language
Web calendar event	
Event can be added to AberSU web calendar (http://www.umaber.co.uk/ents/ / http://www.abersu.co.uk/ents/) Required details: <ul style="list-style-type: none"> • Logo for calendar icon (size 300 x 300 px) • Event title • Time • Date • Venue • Short description 	



E-MAIL COMMUNICATION

Weekly e-mail

"Your Union" is a weekly roundup of AberSU news sent out to all Aberystwyth students every **Thursday**.

The link to submit content into the weekly e-mail is as follows:

Welsh: www.umaber.co.uk/ebostwythnosol

English: www.abersu.co.uk/weeklyemail

AU weekly bulletin

AberSU marketing team have access to send news bulletins in to the University's weekly e-mail bulletin too to promote one off events and campaigns.

Please contact ewr1@aber.ac.uk or union.marketing@aber.ac.uk to submit event news.

DIGITAL

Promotional Video	
<p>We can host videos on the UMAberSU YouTube channel & share on Social media</p> <p>All videos hosted on AberSU sites must be bilingual or available separately in Welsh and English.</p>	
RedBus, SubTV & Reception screens	
<p>SubTV Screen (& Reception screen)</p>	<ul style="list-style-type: none"> • 2 versions; 1 English, 1 Welsh • 1280 x 720 pixels, Landscape. jpeg or .jpg • RGB • If file saved in Photoshop – Save as > 'Save for Web' > ensure the box called 'Interlaced' or 'Progressive' is un-ticked, and the file is RGB
<p>Redbus Screen</p>	<ul style="list-style-type: none"> • 2 versions; 1 English, 1 Welsh • 1920 x 1080 pixels, Portrait .jpeg or .jpg • RGB • If file saved in Photoshop – Save as > 'Save for Web' > ensure the box called 'Interlaced' or 'Progressive' is un-ticked, and the file is RGB