


# Annelies Sikkenga

Marketing Manager

 [umsu.ca/marketing](https://umsu.ca/marketing)

 [marketing@umsu.ca](mailto:marketing@umsu.ca)

 204.480.1457

 101 UMSU University Centre  
Winnipeg, MB R3T 2N2



University of Manitoba Students' Union

## 2024-2025 Rate Card

### DIGITAL TV NETWORK

UMSU has 22 TV's spread across University Centre and campus

1 week	\$150
2 weeks	\$250
1 month	\$400
1 term (18 weeks)	\$2300

### UMSU DAY TABLES

Tables can be booked all year round. Please use this link: [Table Booking Form](#)

Corporate	\$100
Not for Profit	\$50
Small Business	\$50
UM Departments	\$25

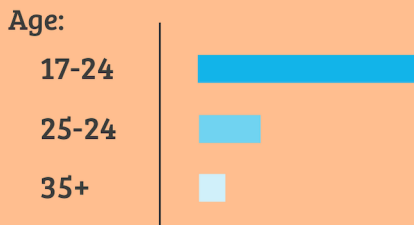
### FLYER DISPLAYS

UMSU has 20 enclosed display boards spread across campus.

1 week	\$100
2 weeks	\$175
1 month	\$300
Printing Fee:	\$35

Based on our Annual Member Survey, UMSU Members identify as:

- ▶ 62% female
- ▶ 34% male
- ▶ 4% non-binary/other



### SOCIAL MEDIA

We are open to partnering with you on a giveaway via our @myumsu Instagram account. Our department will help create graphics. Please contact for more information

1 day	\$50
2 days	\$75
1 week	\$200

### Social Media Insights

- ▶ 7,000+ followers
- ▶ 20k average organic reach
- ▶ 16k average engagement

### E-NEWSLETTER

The UMSU Newsletter goes out bi-weekly during Fall and Winter Semester. All Ads can be linked to a website of choice. Full Length Ad includes text and a button.

Square	\$300
Full Length	\$500
Other	contact

- ▶ 25,000 subscribers
- ▶ 37% open rate
- ▶ 3.8% click rate

First newsletter of each term receives a 100% open rate

