

# THE CAMBRIDGE GUILD

CONNECTING CANTABS FOR  
ALMOST HALF-A-CENTURY

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CAMBRIDGE'S MOST PROMINENT STUDENT CAREERS SOCIETY



## THE CAMBRIDGE GUILD PUBLICITY PACKAGES



## PUBLICITY IN CAMBRIDGE

Other than Sponsorship packages, the Cambridge Guild offers a set of comprehensive publicity packages for those looking to effectively spread their message to a diverse and engaged student audience. We know that publicising events in Cambridge can be difficult due to the decentralised nature of the collegiate system; so rely on us to maximise your impact on campus!

### Our Reach:

- 4,500+ members of mailing list - consisting of undergraduates, postgraduates and alumni alike.
- 2,500+ Facebook page followers.
- College Representatives at all 31 colleges.
- Department specific marketing.\*
- Official college communications officers.\*

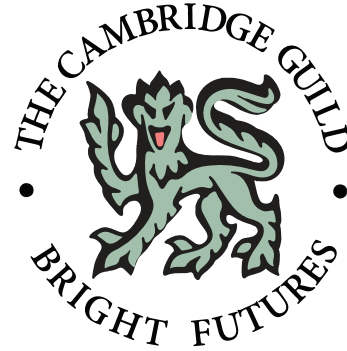
We offer three layers of publicity to tailor to your needs:

### Basic Package

### Intermediate Package

### Premium Package





## OUR PACKAGES

### Basic package

To get you started with advertising in Cambridge, our base package is the foundation for our publicity strategy in marketing events.

2 emails via our weekly bulletin, 1 Facebook post

Price: £ 250

### Intermediate Package

Want a step up from our basic package? Our intermediary package gives you additional coverage at a collegiate level.

2 emails via our weekly bulletin, 1 Facebook post, 31 College Representatives

Price £ 350

### Premium Package

For the most comprehensive marketing coverage on campus, this premium package includes all advertising streams we can offer.

3 emails via our weekly bulletin, 2 Facebook posts, 31 College Representatives  
Relevant Faculty Advertising\* College communications officers\*

Price £ 400



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Your Company will benefit from	Basic	Intermediate	Premium
Number of emails via our weekly bulletin to 4,500+ students	2	2	3
Number of Facebook posts on page with 2,500+ likes	1	1	2
Advertising via 31 college representatives directly to the student body	x	✓	✓
Advertising through individual faculties directly to a target audience*	x	x	✓
Access to College Communications Officers notifying students of events through bulletins in all colleges*	x	x	✓
Price	£250	£350	£400

### Additional information

If presence from Cambridge Guild committee members is requested, we must be given enough prior notice i.e. at least 10 days before the event is taking place.

We cannot guarantee attendance numbers from our society members at any event. We will market events to our members and members of the University of Cambridge, yet it is not in our power to confirm attendances.

\*For external advertising, we cannot guarantee that faculties or communication officers will market the event as it is at their discretion. However, we liaise with them extensively to make it happen, and have had great success in seeing that events are marketed.



## Contact Information

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The Cambridge Guild  
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