

January 2016

Dear Unipol Owner

RE: Advertising in the *Housing* magazine

We would like to offer you the opportunity to advertise in the Unipol *Housing* magazine to maximise your exposure to returning students. Advertising in the magazine is an excellent way to increase the marketing of your properties in the current surplus market, in addition to your advertising on the website. This opportunity is solely for Code Owners advertising with Unipol in 2016.

The Unipol *Housing* magazine is the only printed publication advertising private accommodation that is endorsed by the University, College, and the Student's Unions in Bradford.

We continuously work on strengthening our unique relationship with these institutions:

- Unprecedented access to students through multiple access channels.
- Direct promotion within the University, College and Student Unions and our housing hub at the University of Bradford
- Bed drops in university and student halls
- Distribution at promotional stalls and events across the university and college
- Housing is now an online publication too and will be circulated through social media, apps and emails by our stakeholders

The *Housing* magazine is a key publication that gives students information about the housing market and guidance on house hunting through a medium they like. *Housing* was very popular with students last year and the feedback from owners who advertised in it was very positive. We have already organised events to promote it in February and there will be many new and exciting promotional activities that will be run in addition to the events we organise each year.

The full colour publication has recently undergone a facelift and is now delivered in a magazine format. It will be distributed with the complete co-operation of the University of Bradford, Bradford College and their Students' Unions. The tabloid will also be widely distributed in the private developments too, giving you unprecedented access into areas that no other publication can reach. *Housing* will be available in the Unipol Housing Hub and in public spaces across the University, College and Student Unions in attractive and highly visual stands.

In addition to its circulation in University Halls of Residence and private developments, the tabloid will be distributed door to door to almost 2,000 properties in the BD7 area following the start of house hunting on 8th February 2016.

If you wish to advertise you can either provide the artwork for a half page or full page advertisement.

You can choose to place a full or half page advert and supply your own artwork. We can help you with your artwork but there may be an additional cost for this. If you supply your own artwork Unipol may have to change the font but we will send you a proof beforehand.

All adverts are for full colour and for inside the paper only. These costs are based on photos and text being provided to Unipol staff. Advertisement artwork should be supplied as EPS (our preferred option), PDF or high quality JPEG. Photos should be supplied in TIFF, JPEG or GIF format.

Unfortunately, it is not possible to specify exactly where your advert will appear in the tabloid. **The deadline for copy and payment will be Friday 22 January 2016 (artwork supplied adverts).**

If you require help with your design please contact us as soon as possible and we will do our best to assist you. Cheques should be made payable to Unipol Student Homes or if you would like to pay by card please make the payment via the Unipol website.

Yours Sincerely

Jason Crowley
Housing Hub Officer
J.Crowley@unipol.leeds.ac.uk



Booking Form – Housing Tabloid February 2016



Name:

Registration number (if known):

Contact telephone number:

I wish to book an advertisement within the Unipol advertising newspaper. I understand that I will need to be fully registered with Unipol in 2016 and signed up to the Unipol Code.

Make your choice of advert

Please state the advert size that you would like by ticking the relevant box below:

Option One Adverts (Artwork will be required for the following):

- | | | | | |
|--------------------------|--------------|-----------------------|------------------------|--------------------|
| <input type="checkbox"/> | Full page | Feb edition only | £1,090 inc. vat | |
| <input type="checkbox"/> | Full page | Feb & Summer editions | £1,530 inc. vat | Big Saving! |
| <input type="checkbox"/> | Half page | Feb edition only | £618 inc vat | |
| <input type="checkbox"/> | Half page | Feb & Summer editions | £864 inc vat | Big Saving! |
| <input type="checkbox"/> | Quarter page | Feb edition only | £395 inc vat | |
| <input type="checkbox"/> | Quarter page | Feb & Summer editions | £552 inc vat | Big Saving! |

All measurements are in mm. Please send your artwork to tabloid@unipol.leeds.ac.uk

Option Two Adverts (Please attach a completed Template Form for each advert and email photos if you have not done so previously):

- | | | | |
|--------------------------|---|------------|--------------------|
| <input type="checkbox"/> | Individual Property Advert (type a) Feb edition only | £53 | |
| <input type="checkbox"/> | Individual Property Advert (type a) Feb & Summer editions | £70 | Big Saving! |
| <input type="checkbox"/> | Individual Property Advert (type c) Feb edition only | £28.00 | |

All adverts and payment should be received by Friday 22nd January 2016.

Please complete the form and make payment to:

Unipol Student Homes
Richmond Building
University of Bradford
Bradford BD7 1DP

info@bradford.unipol.org.uk

Tel: 01274 235 899

Fax: 01274 235 824

Unipol Student Homes accepts no liability whatsoever in respect of the advertisements prepared by Unipol Student Homes and in no circumstances (whether caused by negligence or otherwise) will Unipol Student Homes be liable for any consequential or indirect damage or loss of rent or loss of profit suffered or incurred by you or any third party howsoever caused.

*Please note that the tabloid is separate from your annual registration with Unipol.

Individual advert types (Actual size)

Type - a

Any Street, BD7 **5 Bed**



- * Lorem ipsum dolor sit amet, consectetur
- * Lorem ipsum dolor sit amet, consectetur
- * Lorem ipsum dolor sit amet, consectetur
- * Lorem ipsum dolor sit amet, consectetur
- * Lorem ipsum dolor sit amet, consectetur
- * Lorem ipsum dolor sit amet, consectetur
- * Lorem ipsum dolor sit amet, consectetur
- * Lorem ipsum dolor sit amet, consectetur

Rent £62 pppw deposit £230

Contact: A Landlord 01274 123 456

} **£53**

Type - c

Any Street, BD7 **5 Bed**



- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet
- * Lorem ipsum dolor sit amet

Rent £62 pppw

Contact: A Landlord 01274 123 456

} **£28**



Unipol Tabloid Advert type - (c)

- * **Please enter the details for your advert below**
- * **You must enter all the details in the boxes provided - including spaces**
- * **The ‘Advert details’ section is laid out as it will appear in the tabloid, so you are advised not to split words over 2 lines**
- * **To use bullet points draw a star or circle in a box at the start of each sentence (remember to leave a space after it before entering your information)**
- * **Enter your deposit information in the ‘Advert details’ section**
- * **Make sure you enter a name and phone number in the contact details section**

Street name

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Bed Spaces

--	--	--	--

Post code (only first half i.e. BD7)

--	--	--	--	--	--

Contact details

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Rent

--	--	--	--	--	--

PPPW

Advert details
