

# n u s **Extra** Discount Book

► **National Union of Students (NUS)** is one of the largest student organisations in the world, representing over 5.2 million students across the UK.

► The NUS is voluntary and has around 720 affiliated student unions and has a unique position within the dynamic student market.

► The NUS Extra Card (£10) is now the most essential card in students' pockets and an officially recognised student ID.

► Over 300,000 A5 books will be handed to NUS Extra Card holders from January 2010. This academic term is considered as the time when students spend the most disposable income.

► NUS will be actively marketing the *Extra Discount Book* across campuses, its website and its email database. With students paying £10 for their NUS Extra Card, the *Extra Discount Book* and your offers are considered integral to giving students value for their money.

► **Each company promoting an offer will be included in the following:**

► 300,000 printed copies of the *Extra Discount Book*.

► A promotional page on the NUS website – see the link: <http://www.nus.org.uk/en/NUS-Extra/Discounts>

► The electronic version of the book will be emailed to all registered NUS Extra Card holders.

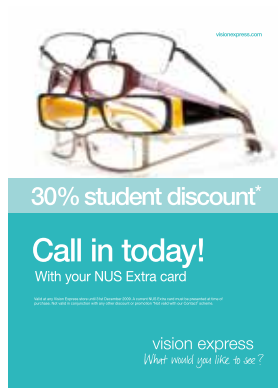
► The electronic version is hosted on the NUS website.

## Distribution at a glance

► 300,000 A5 colour books handed to NUS Extra Card holders.

► Electronic book emailed to 300,000 registered users and also available on the NUS website for students to read and print offers from.

► A promotional page for every offer on the NUS website's discounts page.



## ADVERTISEMENT SIZES AND RATE CARD

1 full colour page **£4,950**

DPS **£9,500**

For premium positions please call media sales

**SIZES** Half page: h90mm x w126mm

Full page: h210mm x w148mm+5mm Bleed

**Naming files:** Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser.

**NUS10\_YOURCLIENTNAME**

**DTP specifications:** Please supply Adobe Acrobat PDFs set up to PPA Standard file formats [ [www.ppa.co.uk](http://www.ppa.co.uk) see pass4press section ].

**production@absolutepublishing.com** or **copy@absolutepublishing.com**

Please contact us for further information on file transfer if files exceed 10MB.

► **NUS has a unique position within the student market as the legitimate "voice of the student movement"**



The NUS Discount Book is published by

Absolute Publishing Ltd

197-199 City Road, London EC1V 1JN

Tel: +44 (0) 20 7253 9909 Fax: +44 (0) 20 7253 9907

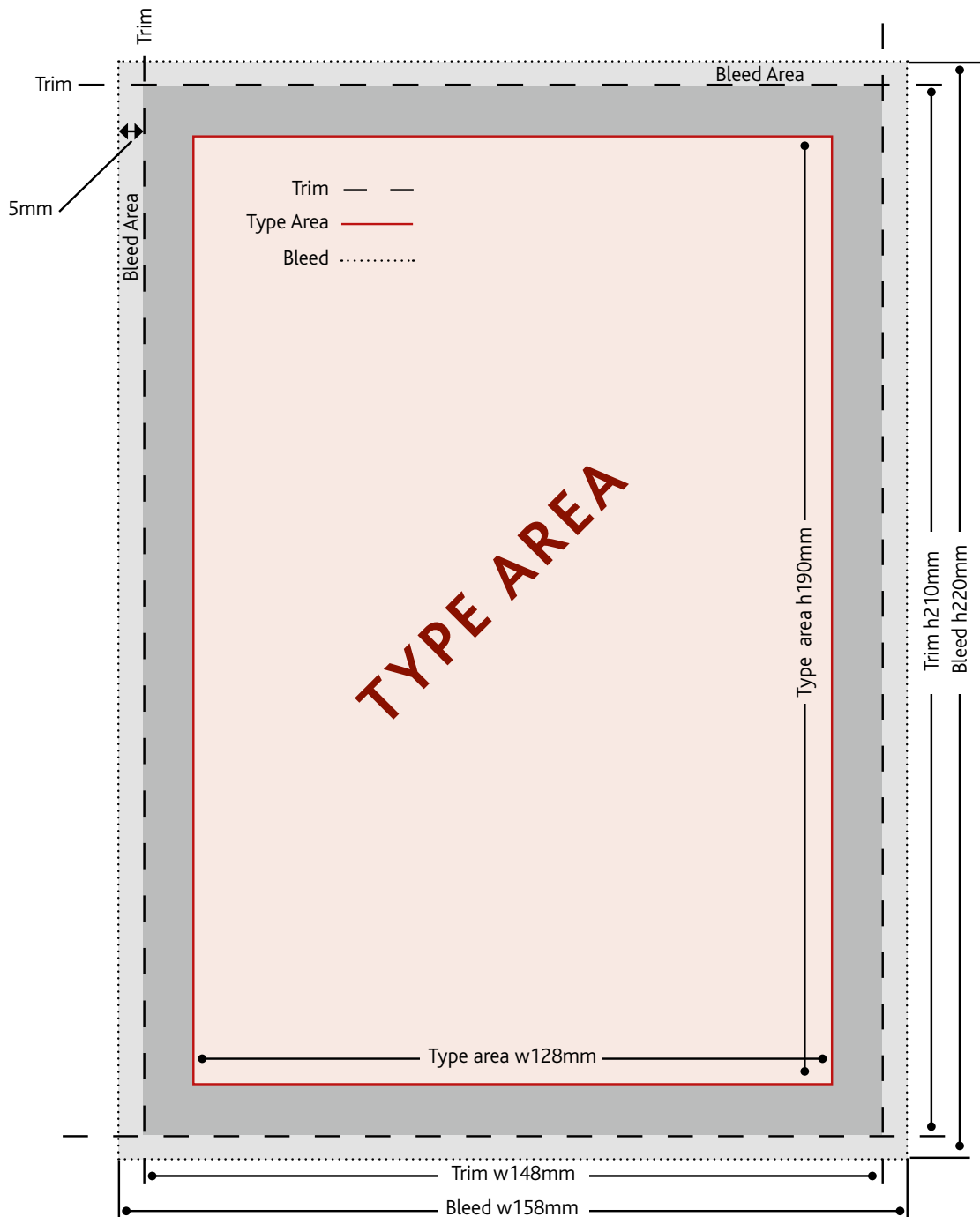
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## SPECIFICATIONS



### ADVERTISEMENT SIZES

**FULL PAGE:** Trim size h210mm x w148mm/Please add 5mm bleed (h220mm x w158mm)/Type area h190mm w128mm

**HALF PAGE:** Advert size h90mm x w126mm

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Publication name, month of insertion, year and name of advertiser. **NUS10\_YOURCLIENTNAME**

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### PRODUCTION QUERIES CONTACT

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