

ASTON STUDENT HOMES (ASH) ADVERTISING MEDIA PACK

INTRODUCTION

Aston Student Homes (ASH) is owned and managed by Aston Students' Union and is endorsed by Aston University. ASH is the official Students' Union accommodation support service set up for the mutual benefit of private landlords/agents and Aston students.

Aston University has a rapidly growing student population with numbers increasing year on year. We have over 16,000 students. Our service is the best way for landlords to attract our student population.


- We will put you forward as our trusted partners.
- We reassure students that your accommodation meets the required Aston Student Homes Standards.
- We help to resolve disputes between registered landlords/agents and tenants. We refer students to the Advice & Representation Centre for help with housing issues. By working in this way, we can help minimise misunderstandings and resolve any complaints quickly thus improving landlord/tenant relations.
- We put on events for accommodation providers such as Accommodation Fairs and Landlord Forums. We host Find a Flatmate events for students.
- We advertise your accommodation on our website, www.astonstudenthomes.org. We promote our service to students throughout the University via social media channels, plasma screens, leaflets, posters, solus emails, all student newsletters and by attending events. In September and January, we attend the Freshers and Refreshers Fairs. We have pop up stands throughout the year on campus to promote our service.




Rolling Banner Advertising


With over 16,000 students, the Aston Student Homes website is one of the most popular student accommodation websites for students seeking accommodation in Birmingham. Website banner adverts are shown on the Aston Student Homes homepage and are a great way to highlight price deals, special offers and increase brand awareness. This is a premium space and is very popular with our registered providers.

[Click here for more details on our advertising opportunities](#)




The official students' union accommodation support service






Supported by
Aston University
Birmingham


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Your student home in Birmingham from £131pw



[Search rooms](#)

Select Language 

Powered by  Google Translate

Register NOW
Get details of new properties straight to your inbox!

Another Town
Looking for Accommodation in another town?




Fact Finder
Accommodation Facts
Compare rents for different areas. Plus property facts and info.




LIVE Statistics
House 24 Properties

Find accommodation to let

search for houses and flats to let across Birmingham

area, postcode, town or landlord name/reference (optional)

Any Contract Type  Suitable For  Any Property Type 

Living Arrangement  Any Property Size  Bedrooms Required? 

view a map search

Banner advertising space is allocated near the top of the ASH homepage. The banner advert will rotate every 3 seconds. Maximum of 5 banners at any one time. Artwork Size: 700px x 220px. The artwork for the advert must be a JPEG image. The advert will be linked to your website, please provide the URL.



Banner Advert Price

Price for one banner advert

Peak Month £100 + VAT per month (minimum 3 consecutive months)

Off Peak Month £50 + VAT per month (minimum consecutive 3 months)

Peak months: November, December, January, July, August, September

Off-Peak months: February, March, April, May, June, October

Banner Advertising Basic Conditions

- Allocation of the featured property will be dealt with on a first come, first served basis.
- The artwork for the advert must be provided by the Accommodation Provider along with a purchase order for the full amount.
- Banner adverts are limited to one per Accommodation Provider. They rotate at random, so you get fair exposure.
- This offer is only available to ASH approved and registered Accommodation Providers.
- Banner adverts will be displayed for a minimum of 3 months.

Featured Property Advertising

The featured property section on the ASH homepage is a great way to highlight a specific property. There are only 3 opportunities available. The artwork for the advert must be a JPEG file. Artwork size 1500px x 1000px. The adverts rotate at random, so you get fair exposure. The adverts are linked directly to your property on the Aston Student Homes website.

Featured Property Advert Price

Price for one featured property

Peak Month £60.00 + VAT per month (minimum 3 consecutive months)



Off-Peak Month £30.00 + VAT per month (minimum 3 consecutive months)

Peak months: November, December, January, July, August, September

Off-Peak months: February, March, April, May, June, October

Featured Property Basic Conditions

- Allocation of the featured property will be dealt with on a first come, first served basis.
- The payment/ purchase order for the full amount is required before the property is featured.
- This offer is only available to ASH registered Accommodation Providers.
- The artwork must be supplied by the Accommodation Provider.
- Featured property adverts will be displayed for a minimum of 3 months.

Accommodation Fairs

We normally have a face to face event every November which is very popular with our students. Due to the current situation we are excited to announce that we are planning to host a virtual accommodation fair. Details to be announced in September after the platform has been used successfully for other SU events.

Booking Procedure

If you are interested in any of the opportunities listed above, please contact us at astonstudenthomes@aston.ac.uk for booking forms and further details.

Please note that these opportunities are only available to providers who are registered with ASH for 20/21.

Ensure you book early to avoid disappointment.

