

Print Media Advertising
Imperial College Union Executive Committee

Background

1. Each year the Union bears the cost of the Felix Editor, a sabbatical officer, which stands at £35,000.
2. The Union also provides a stream of income to the newspaper through advertising. Each year this is roughly
 - i. Central Services: £2,145
 - ii. Careers Fair: £1,000
 - iii. SK Bar: £2,000
 - iv. Entertainments: £2,450
3. Felix is also provided with subvention funding from CSB. This is around £1,500.
4. The Union takes on debts owed by its clubs, and Felix's currently stand at £12,000.
5. This makes a fiscal contribution, not considering the sum of the resources and space provided to Felix, of around £55,000, of which only £12,000 is (hopefully) recoupable.
6. Felix currently funds themselves through the Union provided funding, College provided advertising revenue, clubs and societies and external companies. Both the College and externals require invoicing.
7. Print Media Advertising is on the decline, and attracting enough advertising to cover the cost of printing a paper the size, and as often as Felix is proving increasingly difficult.

Proposal

8. The Union pays for the printing of a certain number of copies of Felix, and sells the advertising centrally each year.

Advantages

9. There are multiple advantages to adopting this approach; they include:
 - a. *Introduction of a more dynamic sponsorship portfolio*
Companies that we work with will no longer need to speak to both the Felix Editor and the Union when setting up sponsorship deals/advertisement packages which require broader promotion than the Union website.
It will also mean we can incorporate adverts as part of packages for larger corporate sponsors.
Furthermore, there will be companies which interact with Felix that could benefit from additional services that we can deliver – further increasing the revenue of the Union.
 - b. *Less administrative work for the Felix Editor*
There is never a guarantee that the Felix Editor is comfortable with, fully capable of and free enough to provide all companies with the information they need to pay for

their advertisements.

By absorbing this task centrally, we release some of the pressures on the Editor and can allow them to support the Media Group more; as well as continue to provide a high-quality publication that companies wish to utilise.

c. *Reduced financial strains on the Union due to Felix*

Most Student Unions in the UK have student publications. However the majority do not have a full-time sabbatical officer performing the duties required to produce it. With societies facing cuts and tight fiscal rules being applied to the Union it could become difficult to defend the Felix sabbatical if the costs escalate.

By enhancing the potential for the Union to raise income by finding new clients and offering more attractive sponsorship packages, by using Felix, the overall cost to the Union could shrink slightly.

Considerations

10. In order for this to work we must consider and guarantee a couple of things:

a. *Felix Printing*

The Union would have to protect the printing of Felix either through providing a 'block grant' at the start of the year equivalent to these costs or by internalising the printing costs.

This holds a risk, such as an inability to raise the required income, however this is not different to the current set up for Felix

b. *Societies*

We will have to determine whether the Marketing team would deal with advertising requests from Clubs and Societies as well as external organisations and the College.